

JUNE, 1916

ELECTRICAL MERCHANDISE AND *SELLING ELECTRICITY*

Published by THE RAE COMPANY

17 Madison Avenue, New York, N. Y.

This Is The
LAST ISSUE

of

ELECTRICAL
MERCHANDISE



Read the
SPECIAL NOTICE
to

SUBSCRIBERS

On Pages 224 and 225

Westinghouse Electric Ranges

The Cleanest and Most Desirable
Ranges on the Market To-Day



Westinghouse Automatic Range

The Cleanest—

because every corner
is readily accessible.

See the illustration.

The heaters are as easy
to remove from the
ovens as a Mazda
Lamp from its socket,
in fact easier.

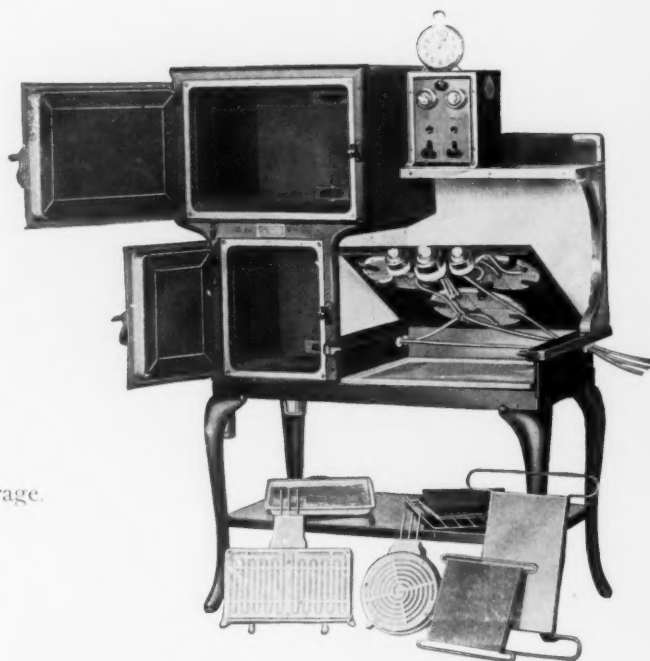
The Most Desirable—

because of the following additional distinctive features:

Metal Construction throughout.
Convenience of Operation.
Stored heat resulting in current economy.
Ovens ventilated without loss of heat.
Ovens lined with rust-resisting Toncan metal.
Ovens insulated with 2 inches of best rock wool.
Exterior of Ovens Blue Wellsville Steel.
Tight-fitting oven doors with compression latches.
Maximum heat quickly obtained because of heat storage.

Westinghouse Electric Ranges are made in two types, Automatic, with automatic temperature and time control, and Non-Automatic, with indicating thermometers in the oven doors.

Full particulars in Catalogue 8-D



Westinghouse Automatic Range
Showing how all parts are accessible for thorough cleaning

Westinghouse Electric & Manufacturing Co.

East Pittsburgh, Pa.

Atlanta, Ga.
Baltimore, Md.
Birmingham, Ala.
Bluefield, W. Va.
Boston, Mass.
Buffalo, N. Y.
Butte, Mont.
Charleston, W. Va.

Charlotte, N. C.
Chicago, Ill.
Cincinnati, Ohio
Cleveland, Ohio
Columbus, Ohio
Dallas, Texas
Dayton, Ohio
Denver, Colo.

Detroit, Mich.
El Paso, Texas
Houston, Texas
Indianapolis, Ind.
Joplin, Mo.
Kansas City, Mo.
Louisville, Ky.



Los Angeles, Cal.
Memphis, Tenn.
Milwaukee, Wis.
Minneapolis, Minn.
New Orleans, La.
New York, N. Y.
Omaha, Neb.

Philadelphia, Pa.
Pittsburgh, Pa.
Portland, Ore.
Rochester, N. Y.
St. Louis, Mo.
Salt Lake City, Utah
San Francisco, Cal.

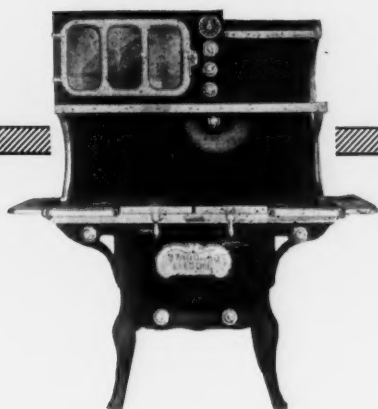
Seattle, Wash.
Syracuse, N. Y.
Toledo, Ohio
Washington, D. C.
W. E. & M. Co.,
of Texas.





"But Your Stove Is So Different—"

- ¶ We have heard this statement hundreds of times—as though **commonplaceness** was a virtue.
- ¶ As a matter of fact, the **difference** that marks the "Standard" Electric Stove is the one **big** argument in its favor.
- ¶ For this **difference** means **economy** of operation—customer satisfaction.
- ¶ We are selling stoves in communities not especially favored by low rates because, with the "Standard" Stove, the housewife can cook electrically at about the same cost as she would pay for gas.
- ¶ And this economy of operation (which pleases the customer) goes hand in hand with a better load factor (which pleases the central station).
- ¶ Those are two reasons why you should investigate the "Standard." It's the most **practical** stove made.

**The
STANDARD
Electric Stove
Company**
Toledo, Ohio



This is one of the newest types of the "Standard." You should see the complete line.

**like a bald-headed barber
suggesting a hair restorer—**

Why place yourself in the awkward position of trying to sell something you don't use yourself, Mr. Central Station Manager? That's exactly the situation when you advise others to use electric signs and don't use them yourself. Surely, if *the Electric way* is a paying advertising method for *any one*, it certainly should be for the company that makes and sells the electricity. It inspires confidence in what you say, when present and prospective customers see that you *practice* what you *preach*.

**set the whole town talking
with an attractive FEDERAL
electric sign**

FEDERAL signs are more than developing new business for innumerable Central Stations—they are actually bringing the "Do It Electrically" idea closer to every man, woman and child in the community. It's simply impossible to miss seeing a well-designed FEDERAL electric sign. Flashing night after night—and on dark, dim days, too—its message *stands out* and turns new business *in* for you.

**our big factories and expert
designers are at your service**


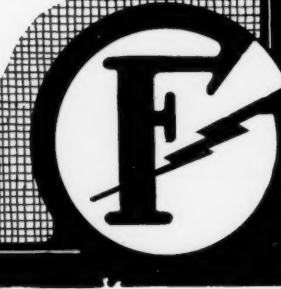
Let us show you what an attractive electrical display effect we can produce for your Central Station. Our designers are ready to produce something really unique and distinctive the minute you say the word. You assume no obligation until you are ready to buy. Write us to-day—NOW—while you have it in mind. Ask for special bulletin No. 10.

Federal Sign System (Electric)
Lake and Desplaines Sts.
CHICAGO

1790 Broadway
NEW YORK

618 Mission St.
SAN FRANCISCO

*Three Factories
Branches in all the large cities*

ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

Vol. XV, No. 6

Published Monthly by The Rae Company; Frank B. Rae, Jr., President and Treasurer, 17 Madison Avenue, New York City
Entered as second-class matter, January 4, 1916, at the Post-office at New York, New York, under the act of March 3, 1879

\$1.00 a Year

Advertising to Women

Some Suggestions as to the Proper Mechanical Form of Advertising Appeal

By CLARA H. ZILLESSEN

IN a recent issue of *Electrical Merchandise*, the writer endeavored to show the value of the feminine appeal in central station advertising, together with several different methods of enlisting this factor to the cause. In this article will be shown a number of ads illustrating what appear to me as the right and wrong forms of conveying that appeal in print. But, as it happens, there cannot be drawn any fine line of demarcation between the mechanical advertising forms appealing only to women and those appealing solely to men. Therefore, the ads appearing herewith are not confined exclusively to appliance advertising. Also, for every what might be termed "destructive" criticism I will attempt "constructive" criticism in the form of an ad which has proven its worth.

One runs across many ads which are unintentionally misleading. That is to say, the writer has been so engrossed in his subject and so close to his ad that he has lost his perspective, so that the result is often entirely different from his conception, and quite as often exceedingly funny. Take, for instance, the transformer ad illustrated. The man who wrote this ad had all the elements of an effective advertisement, and in his own mind the idea he intended to convey was perfectly clear. But, in his eagerness to convey this idea, he forgot that a person casually glancing over the pages of a newspaper and happening to see this ad might take it from a totally different angle.

I showed this advertisement to eight people—six women and two men. Six

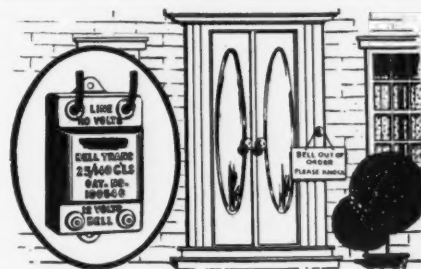
of these eight people (and not the six women, either) agreed—without any leading questions on my part—that the layout of the picture would indicate that the transformer was the cause of the bell's being out of order; that the association of the two ideas was such that a casual glance would convey that impression to the reader. One of the remaining persons thought at first glance that the drawing of the transformer was entirely out of proportion with the rest of the illustration. The last person said that the ad was all right; that if he had

a home of his own, the ad would sell him a transformer.

Of course nobody can ever hope to write advertising that will be entirely clear and attractive to everybody, but an ad to get results should surely have a higher average than the one under discussion. It is highly probable that a line of display directly under the illustration reading, "A Bell Ringing Transformer Does Away With Door Bell Trouble," would have eliminated the ambiguity. A good way to eliminate any possibility of unintentional misrepresentation, either humorous or serious, is to prepare the advertising in plenty of time ahead and put it away for a day or two. Then, when you read it "cold," the chances are that you will immediately spot any tendency toward ambiguity.

Many prominent advertising men disagree on the question of the desirability of brevity. There is much to be said on both sides, of course; but it is obvious that the less you say in an ad, as a general thing, the more chance you have of that little being read and digested. There are times, naturally, when you must enter into details, but a good general rule to follow is: Be brief. And even then go over your copy with a blue pencil.

Reproduced are two sweeper ads which illustrate this point. The Free to You ad was clipped from a woman's magazine with a reputation of the highest type. Now, this ad has a definite proposition to offer, but because it is buried and repeated ad libitum in a lot of type, and because life is short, we turn over to the next page. A considerable part of



Does your doorbell get out of order because the batteries have run down, or are defective?

You can stop this annoyance once for all. Buy a

X Bell Ringing Transformer

It costs but little more than a single set of batteries and will never wear out. After this device is installed, battery troubles end.

Telephone us today

The Layout of This Illustration Might Very Readily Be Taken to Indicate That the Transformer Is the Cause of the Bell's Being Out of Order.

this ad could be cut out and the remaining copy rewritten so that it neither sounded nor looked so much like a cheap mail-order advertisement. You will probably say that it must be all right to pattern after mail-order advertising, since it brings in the money without extra sales expense or additional effort of any kind. So it is, and a whole lot of productive mail-order advertising is written in just the way this sweeper ad is written. But, please remember that

FREE TO YOU
FOR 10 DAYS

The **Frantz Premier**
Electric Cleaner

Yes, Madam, that is exactly what we mean. We will send you one of our superb BRAND NEW easy gliding and deep cleaning Frantz Premier Electric Cleaners for 10 days' FREE Cleaning trial. We are going to loan you free, this splendid cleaner for 10 whole days. Remember, that free loan won't cost you a penny. We even pay all delivery charges. We have every expense added here to do as to use it to your heart's content for all cleaning purposes about the house!

Without Cost To You

Simply sign and mail the coupon below or write us and we will send you the full details of this wonderful free loan offer, and also our beautifully illustrated booklet. No strings are attached to this free loan offer. We want you to use the Frantz Premier for 10 full days just as though it were your own. Clean your carpets and your rugs with it. Try it on your furniture, mattresses and walls. Use it in all the nooks and corners. We want you to use for yourself how it picks up threads, lint and dirt and every mark of dust and dirt.

And then, at the end of 10 days' free trial if you are not more than delighted with the cleaner, you may return it, or we will send for it, without a cent of cost or charges on your part. But if you decide that you cannot get along without it, then you may keep the cleaner and pay for it as follows:

Easy Monthly Payments

The cleaner goes to you right from our factory, as direct from the dealer of all kinds of your store. First you get the free trial and then the easy monthly payments. And remember, you get the same bargain factory price—only you get a penny more because of the special Easy Monthly Payment Plan. We expect to be so swamped with Free Trial requests that we expect to have to limit the number of cleaners we can loan out. So hurry! Write us today.

MAIL THIS COUPON Sign this coupon and mail it to us at once. The cleaner will be sent to you as soon as we receive the coupon, and we will send you the full details of this loan offer, and also our beautifully illustrated booklet. We will send you the coupon as soon as we receive it.

The Frantz Premier Company
Dept. 1185, Cleveland, Ohio

Sign this Coupon NOW!

THE FRANTZ PREMIER COMPANY
Dept. 1185, Cleveland, Ohio

Without written or stamped order, no cash or money order, and no other kind of payment will be accepted. Please send your coupon to the address above.

(Left) If This Style of Ad Was Deliberate, it Does Not Seem Like a Wise Move. It May Have Pulled Inquiries Mainly Due to the Display Line. (Right) This Ad Shows the Pulling Power of Brevity. It Sold Over 800 Sweepers in One Month.

mail-order advertising is designed primarily to reach those women—and it is mainly addressed to women—who live far from the centers of recreation; who, after the day's work is over, must turn, perforce, to their magazines and mail-order catalogs for diversion. And these people fairly gloat over long ads—they read 'em word for word. But central-station advertising, necessarily, reaches people who are not so dependent upon magazines and mail-order catalogs for entertainment; so it becomes necessary to adopt a briefer form of advertising which "he who runs may read." The \$4.85 sweeper ad illustrates the pulling power of brevity, conciseness and clearness, for it was instrumental in selling over eight hundred cleaners.

Another ad which came to my desk from a source which is usually unfailingly good in its advertising is the range ad reproduced herewith. It is always a dangerous thing to meddle with proportions, and in this case the sudden enlarging of the arm is certainly startling, to say the least. The small lamp sketch shown is a better example of this mode



Electric Cooking —the Safe Way

Cook the absolutely safe way the flameless, matchless way — with **Electric Range**. Avoid the danger flame. End the peril, everpresent matches, especially with phytaxiation—will

Here the Tendency of the Reader Is to Ponder on the Queer Things Advertising Men Will Do.

An **Electric Sweeper** at a Bargain Price

Until April 15th you will have an unequalled opportunity to purchase a high-grade Electric Sweeper, with right cleaning attachments, at \$24.85. Usually you pay \$25.00 or more for an equally good sweeper without the additional cleaning implements. Note, also, the exceptionally convenient terms:

\$4.85

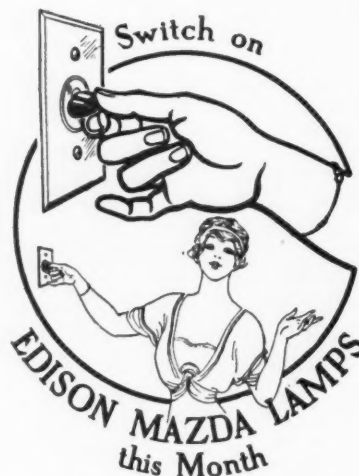
at time of purchase and the balance in monthly payments of as little as \$2.00, if desired.

Also, this machine weighs only one pound, is a wonder and rapid in operation. Also, this machine, found only in the highest quality, is a real convenience for cleaning and sweeping. It is a real wonder in its design, and is made to pack up for shipping. The sweeper is guaranteed by the manufacturer and will give satisfaction or we will give you a new one.

Remember that the \$24.85 price and special terms are only until April 15th—make sure of your Cleaner now!

Demonstrations in the Electric Shop and Dealers Office.

THE PHILADELPHIA ELECTRIC COMPANY
TENTH and CHESTNUT STS.



A More Effective Way of Handling the Distorted Proportion.



No house is too old to be wired for **EDISON MAZDA LAMPS**

This Line Drawing over a Silver Print Is the Best Way to Reproduce a Photograph for Newspaper Advertising.

of emphasizing a particular point of the apparatus advertised.

It is a very good rule to hold to simplicity in illustrations, whether they may be sketches or photographs. And it is best, in any but booklet work, to avoid reproducing photographs, for the chances are that the result will be far from satisfactory. The Reading ad was taken from a newspaper, and shows what a smudgy, smeary reproduction even a good photograph will make when used in a newspaper. The illustration showing the house wired for electricity with Ed-

The Reading

Dine En-Route

When you go to New York on a business or shopping trip, why take time to eat before starting?

Reading Dining Service is famous for its cooking and culinary appointment, and is operated for your convenience and not for profit.

Philadelphia & Reading Railway

Every Hour on the Hour to New York

This Picture Is Supposed to Show the Interior of a Dining Car, But Is Hardly More Than a Smear of Ink. Photographs Are Apt to Come Out This Way in Newspaper Ads.

ison Mazda lamps was originally a photograph which was later silver-printed and made into a cut. This silver-printing is the proper process to follow if you want to reproduce a photograph in a newspaper, and most photographs will lend themselves to this treatment.

This article did not set out to treat comprehensively the whole subject of central-station advertising. It was merely written in the hope that it might be helpful to those central-station men who, among their other duties, include that of advertising man, and to manufacturers and dealers who can find anything of value in it to them. The examples shown are characteristic of the most common errors—if such they may be called—and inconsistencies which appear in current electrical advertising, and they have been included with the hope that they may prove of practical value to those interested.

I should like to repeat a suggestion

made in the previous article. That is, that most manufacturers maintain an advertising service which will almost wholly eliminate any advertising work

on your part; also, that the Society for Electrical Development will give the same service (if you are a member); and that your printer and the newspa-

pers in which you advertise will generally, as part of their service, give you the benefit of their knowledge and experience.

The Chicago Convention

Commercial Men Again Take Leading Part in Annual Meeting of National Electric Light Association

THE outstanding feature of the Chicago convention was the prominence given to matters which have to do with the commercial department of the business. In fact, so prominent have the commercial men become that they were at this convention on an equality with the engineering, construction and accounting men, and the effort of the Commercial Section is less toward gaining recognition and more toward the education of the many hundreds of young salesmen who are adopting the public service as a profession. This fact was made very plain by Chairman Becker in his opening address, in which he recommended the encouragement of the younger men in committee work and pointed out the practical value of the lighting sales bureau.

The two most important commercial sessions were those given up to industrial electric heating and to electric ranges. Since the previous convention, there was formed an association of men interested especially in industrial heating, which association was brought into the N. E. L. A. by President Lloyd.

The report of the committee on industrial electric heating, of which C. F. Hirshfeld was chairman, included an enumeration of the principal advantages of electric heating and cautioned against the too rapid commercial development of the heating load.

Edgar F. Collins, in a paper on the resistance heater, pointed out that it offers a load with a large consumption of

kilowatt-hours and a demand which comes largely at such times as to modify the central station load curve to advantage. For heating services requiring a comparatively low temperature, air heater units, immersion heaters and hot plates may be employed. Some of the more common industrial applications of these units are:

Process	Temperature Range, Deg. Fahr.
Baking of Japan.....	300-600
Baking of varnish and paints.....	100-300
Baking color enamels.....	100-300
Baking bread and pastry.....	150-600
Baking foundry cores.....	350-500
Baking insulations.....	200-500
Annealing copper.....	350-700
Annealing aluminum.....	500-800
Annealing glass.....	900-1000
Tempering steel.....	200-1000
Melting lead.....	620-700
Melting tin.....	450-500
Melting babbitt.....	450-700
Wax and compounds.....	150-500
Heating coils.....	100-1000
Heating water.....	32-212

furnaces in the United States increased 78 per cent during 1915. The total capacity of American steel furnaces at present aggregates, however, less than 5 per cent of the country's steel output.

Sidney Dresser described the various welding processes now in general use, and sketched the general features of this class of business from the standpoint of the central station. The introduction of butt and spot welding has practically revolutionized the production of certain articles; production has been increased while the labor cost has been remarkably decreased, so that comparatively inexpensive help may be used to accomplish tasks that formerly required skilled machinists.

The report of the electric range committee, of which W. R. Putnam was chairman, was divided into four sections. The committee urged that a national publicity campaign be taken up. A national slogan, such as "cooking by wire," was also recommended, and billboard posters, lithographs, newspaper and magazine articles, pamphlets, form letters and postals were suggested as mediums in a general publicity campaign. The report included a number of detailed suggestions for improvements in electric range design, and presented arguments in favor of electric cooking.

A number of pages of the report were taken up with the discussion of the rates for electric cooking and water heating. After a study of the problem, the committee concluded that no definite rate



John G. Learned, Under Whose Direction the Lighting Sales Bureau Was Organized.



E. A. Edkins, the New Chairman of Commercial Section, National Electric Light Association.

Making steam.....	212-500
Heating metal molds.....	200-1000
Lumber drying kilns.....	100-200
Boiling varnishes.....	100 (?) -500
Heating buildings.....	0-80
Soldering.....	400-650
Glue pots.....	100-200
Melting type-metal, linotype machines.....	625-700
Sherardizing.....	650-700

The United States now leads the world in its number of electric steel furnaces, having displaced Germany from that position within the year, according to R. H. Tillman. Seventy-three American furnaces are now in operation or under construction, compared with Germany's 53 and England's 46. The number of



W. G. Stetson, Chairman of the Merchandising Committee, Which Rendered a Notable Report.

can be recommended for general use, since local conditions of cost of energy, cost of competitive fuels, forms of other rates, present practice in regard to cash discounts, attitude of regulating commissions, and other factors, will have to govern each central station in preparing its rates for electric cooking. The committee expressed the belief, however, that electric cooking can be successfully carried on in the average home at a 3-cent rate.

Central stations having a cooking load must prepare to heat water electrically. Present types of electric water heaters are efficient, but the storage of hot water from the time it is heated, usually during the off-peak hours, until it is to be



R. S. Hale, Who Has Succeeded in Standardizing Plugs and Receptacles.

used, is generally very inefficient. In a very few years, the committee predicted, electric heat for cooking and industrial purposes is likely to become one of the largest and most desirable factors in central station load.

The report of the merchandising committee, of which W. G. Stetson was chairman, formed a supplement to the report presented at the 1915 convention. The report was divided into the reports of six committees, as follows: (1) The sub-committee on new developments briefly covered the progress in appliances manufactured within the year, remarking on the impetus that has been given to the electric range industry. (2) The sub-committee on standardization recommended that copper utensils for electric heating appliances be discouraged and urged the standardization of all connectors between the cord and the appliances. (3) The sub-committee on industrial appliances urged that salesmen who receive inquiries on industrial heating be trained to secure adequate data and refrain from committing the company by inexperienced opinion. (4) The sub-committee on incandescent



A. K. Young, Chairman of the Electric Advertising Committee and Foremost Exponent of Electric Signs.

lamps urged better follow-up service and lamp maintenance in order to keep all sockets filled. (5) The sub-committee on ranges remarked on the place gas-range manufacturers are taking in the industry as stove builders. (6) The sub-committee on publicity discussed the waste in the use of manufacturers' printed matter and suggested a possible reform.

The report of the Power Sales Bureau emphasized the point that specialization in power applications and the development of power rates to meet actual competitive conditions are the two main factors which will control the future of power sales.

The chief function of the Lighting Sales Bureau has been to provide commercial data on lighting and allied subjects that will be of value to salesmen. The work has been divided under the direction of sub-committees as follows:



C. A. Littlefield, Under Whose Direction the Publications Committee Enjoyed Its Most Successful Year.

Commercial aspects of highway and municipal lighting; industrial and yard lighting; residence lighting; store and public building lighting, and electrical advertising. In conclusion, the committee recommended that proper sales talks be prepared on the various branches of the subjects as reported by the sub-committees and that a sub-committee on advertising be appointed.

Sales plans and campaign methods were described in detail in the report of the sub-committee on residence lighting, of which Fred H. Scheel was chairman. An outline was given showing the opportunities that remain in the residence lighting field. According to statistics presented in the paper, there are yet



T. F. Kelly, Who Is Showing the Commercial Men How to Extend Street and Highway Lighting.

about 15,000,000 unwired dwellings in the United States. Touching on the subject of campaigns, the report enumerated many arguments and methods for securing residence business, and described a number of successful campaigns in detail. The relation of the electrical appliance to the securing of residence business was clearly shown and the value of the bargain offer in securing appliance sales was also emphasized. Plans for co-operating with contractors in the wiring of old houses were described, due consideration being given to the relation of the contractor to the central station and the desirability of friendly understanding and mutual help.

The sub-committee on lighting of stores and public buildings presented an analysis of existing practice in store lighting, carried out with the aid of a series of classified questions which developed some exceedingly interesting data. Small stores were reported to be the most difficult to sell, owing principally to lack of ready money. The best results have been secured under such conditions by making contracts on the easy-payment basis.

Looking toward the standardization of plugs and receptacles, the committee on wiring, of which R. S. Hale was chairman, reported that manufacturers in general have agreed on a classification as to size of plugs and receptacles. Progress was also made toward a general agreement on the type and dimensions of a standard plug. The report included several pages of illustrations of concentric wiring devices. No fear is felt that the underwriters will interfere with experimental installations of concentric construction, and when it has been shown that the system is safe, the committee expressed its conviction that the general advantages of such wiring will appeal to all users. The committee

tures of outdoor illumination referred to included the lighting of playgrounds, beaches, building construction, tennis courts, trap shooting, ice-harvesting fields, etc.

The field covered by the report of the sub-committee on commercial aspects of municipal and highway lighting, of which T. F. Kelly was chairman, includes public thoroughfares of all classes within municipalities, and public highways under federal, State, county and township control. It was pointed out that central stations should and must make advances to municipal authorities, keeping before the latter's attention the service that can be given, and making definite suggestions regarding proposed lighting or lighting that should be developed. The committee recommended that the central station should withhold encouragement from street lighting projects not guaranteed by the city and fathered by local organizations, merchants' associations or individual property owners, and that central stations make an effort to interest local good-road clubs, and automobile and highway committees in the lighting of public highways.

The report of the sub-committee on electrical advertising, of which A. K. Young was chairman, recited profitable methods of electrical advertising and plans for proceeding to create new avenues of electrical advertising business. Taking up the subject of flood lighting, on which topic a quantity of illumination data was given, the installation of this form of lighting was considered, particularly in connection with its use for illuminating billboards, signs, public buildings, monuments, fountains, rifle ranges and gun clubs, construction work, winter sports, pageants, etc. Recommendations were made for the sales of electrical flags. Slogan signs were considered by the committee to be the best possible form of advertisement for electric signs.

The committee on the education of salesmen, of which Fred R. Jenkins was chairman, has confined its efforts to introducing and conducting the course in commercial engineering, as outlined in the report of last year. The enrollment has increased from 600 to 1035 subscribers, and the work has been self-supporting.

C. A. Littlefield, chairman of the publications committee, reported that the use of Commercial Section publications has increased materially this year. Of the special Christmas Gift booklets prepared by the present committee, 238,300 copies were sold, the largest sale of any single publication in the history of the section. The electrical salesman's handbook committee, of which M. S. Tillman was chairman, reported the publication of a third edition of the handbook now includes sections on salesmanship, lighting, power, steam heating, electric heating, and electric vehicles.

Do Your Collectors Think This Way?

THERE will always be differences of opinion between the collection and credit department, and the sales department. The one is anxious to get orders on any terms. The other is anxious to prevent losses at any cost. Those are the extremes of their difference. To do the largest amount of business at the least practicable loss is the ideal compromise. The sales department must use every reasonable means to keep from making sales to people who will not pay; the collection department must earnestly strive to make its terms liberal enough to permit sales to any but dead beats; the collection department must handle each account, whether delinquent or not, in such manner as to prepare the way for future sales.

Discussing these problems from the standpoint of the collection man, H. Lee Muse recently says in the *Baltimore Gas and Electric News*:

"The sales department should always be kept in mind in the collection of a debt. We must remember that, according to the terms under which the article is purchased, the contract is not executed until payment in full has been received. It is a well-known fact that the business house that insists upon prompt payment is more respected by its customers than an easy-going competitor. No desirable trade will be driven away by the activities of an efficient collection system.

"There is an art in the receiving of moneys due, whether the debt be settled without the solicitation of the collection department or whether it be necessary to enforce the payment. A representative of the collection department, whether he be a regular collector or the chief clerk, is one whose presence is not welcome by the delinquent. He must be a good judge of conditions, a man of pleasing manner, and, no matter how discourteous the delinquent may be, he must control his temper, for his diplomacy has left him as soon as he loses control of himself and gives vent to his personal feelings. He should be firm in his request or demands if necessary, and his attitude to the delinquent should be one of confidence and expectancy. This, with a neat appearance and bright countenance, is half the battle in being rewarded with what one is there for—the money."




O. R. Hogue, Who as Chairman of the Industrial Lighting Committee Contributed a Value Report.

recommended that the outer end of portable cords be standardized, so that the electric iron of one manufacturer can be used with the cord that comes with the flatiron or percolator of another manufacturer.

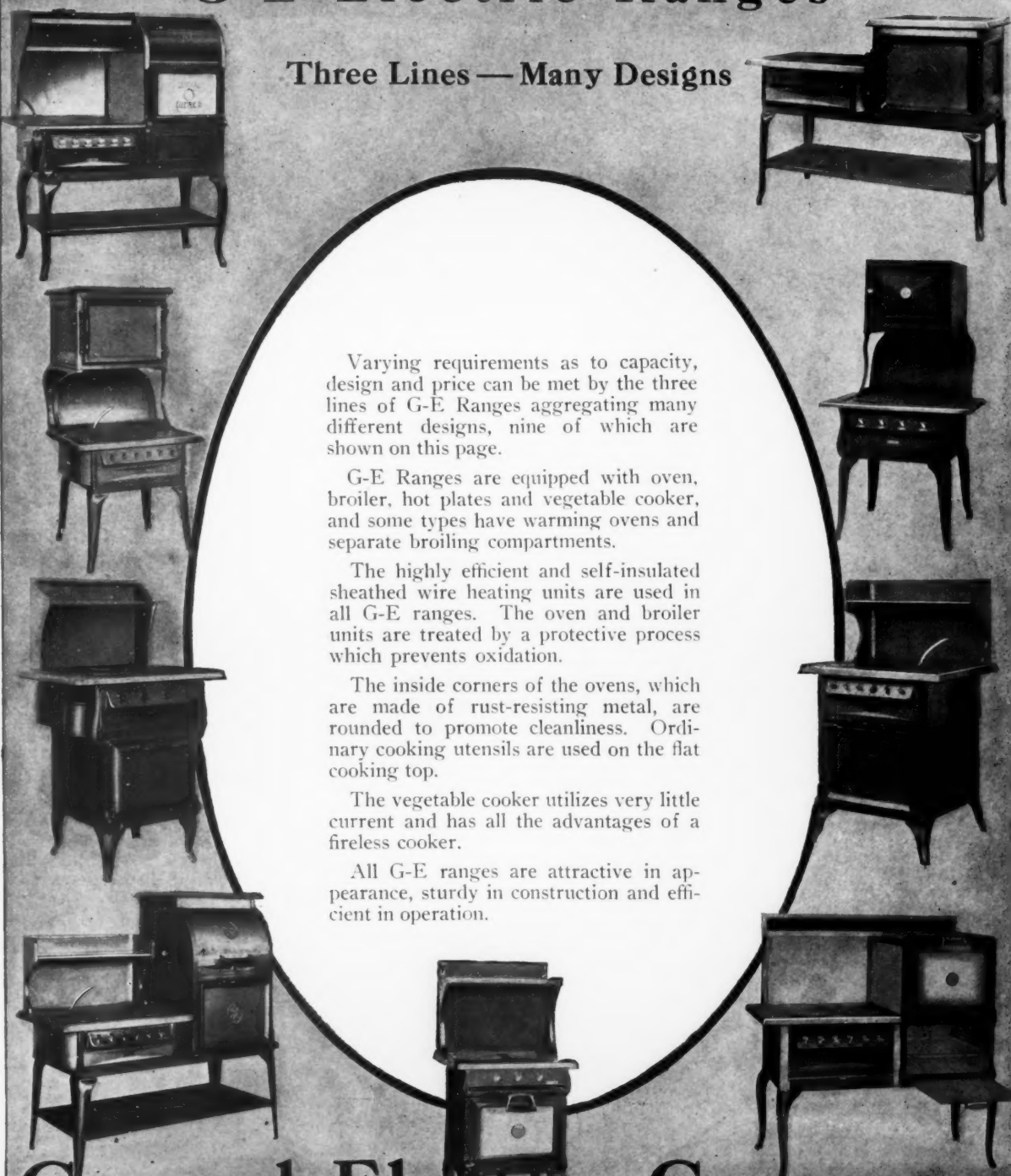
The report of the Lighting Sales Bureau sub-committee on industrial and yard lighting, of which O. R. Hogue was chairman, was divided into twelve principal sections. Taking the total horsepower in American factories to be between 3,000,000 and 4,000,000, the committee estimated that a lighting load of between 10 per cent and 15 per cent of this demand might be added to the central station load. Campaigns of various central stations for industrial and factory lighting were outlined and the methods of the St. Louis, Portland, Ore., and Chicago companies were described in detail. A large part of the report was given over to the discussion of types of lighting units, fixtures and reflectors. Considerable space was also given to the illumination of railway yards, and recommendations and requirements for good lighting were set forth. Other fea-

THE ATTENTION OF
SUBSCRIBERS
IS CALLED TO THE
NOTICE APPEARING
ON PAGES 224 AND 225

This Trade Mark The Guarantee of Excellence on Goods Electrical. 

G-E Electric Ranges

Three Lines — Many Designs



Varying requirements as to capacity, design and price can be met by the three lines of G-E Ranges aggregating many different designs, nine of which are shown on this page.

G-E Ranges are equipped with oven, broiler, hot plates and vegetable cooker, and some types have warming ovens and separate broiling compartments.

The highly efficient and self-insulated sheathed wire heating units are used in all G-E ranges. The oven and broiler units are treated by a protective process which prevents oxidation.


The inside corners of the ovens, which are made of rust-resisting metal, are rounded to promote cleanliness. Ordinary cooking utensils are used on the flat cooking top.

The vegetable cooker utilizes very little current and has all the advantages of a fireless cooker.

All G-E ranges are attractive in appearance, sturdy in construction and efficient in operation.

General Electric Company

General Office: Sales Offices in All Large Cities Schenectady, N. Y.

This Trade Mark The Guarantee of Excellence on Goods Electrical. 

Sniping the Innocent Bystander

Louisville Advertising Campaign Aimed at Negro Prospects Brings Down Covey of Contracts from Whites

AMONG the most interesting of recent advertising campaigns was one by the Louisville Gas & Electric Company which was aimed at colored people. The campaign consisted of four newspaper ads, each three columns wide and 10 in. deep, run in the local dailies. The ads are so good, both as to form and wording, that we reproduce them all.

To the central station new business man who has not succeeded in connecting up a very large percentage of his more promising prospects, the average negro shanty does not appeal. They contain, as a rule, two to four rooms and the equipment amounts generally to about seven outlets. The customers are poor in pocket and very often irresponsible as to finances. It is small wonder that no direct advertising appeal has ever been made to this class.

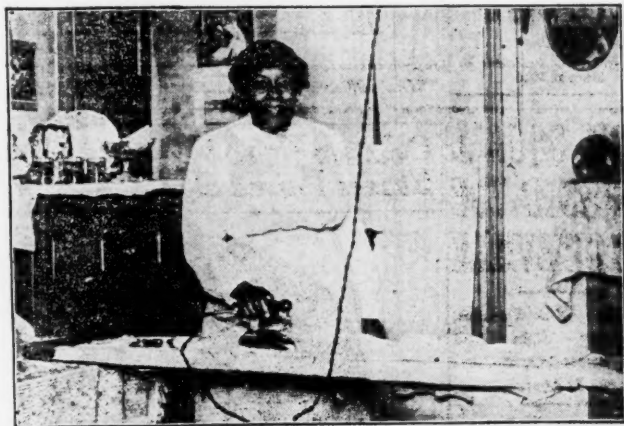
Yet conditions in Louisville are such

that anyone who can be induced to wire up is considered desirable. The company has a very small industrial load, comparatively speaking. Its best opportunity for profit is to thoroughly saturate the territory already traversed by its lines. The point of saturation is already in sight, as regards the white population, and so it seems quite logical that the negroes should be approached. Just to give a few figures: over 8300 homes have been wired in Louisville during the past two years, and in the single month preceding April 15, 701 more were added to the customer list. About an equal number of unwired houses are adjacent to the lines, and a considerable proportion of these are negro cottages.

To Northerners, this campaign has a number of points of interest. In the first place, nobody in the South ever advertises to negroes—that is, no establish-

ment that also serves the whites. On this account the campaign in Louisville attracted an immense amount of attention—attention that can be described best as critical amazement. The white people could not understand the proposition of advertising to "niggers"; they felt that it was conferring an unwarranted dignity upon the black race. Specifically, they deplored and objected to the company's applying the title of Mrs. to a negro married woman, which was pointed out as a most serious *faux pas*. The wife of Charles Smiley, colored, is not Mrs. Charles Smiley, she is Liza Smiley. To dignify her otherwise is a breach of propriety. So it was necessary for the company to recall some of the advertisements and make this correction.

But there was another surprising result. The ads both pleased and convinced the negroes to whom they were addressed,



Herald 4-21-16

Electricity Is The Servant of The People

THE thrifty colored people of Louisville now use electricity for lighting their comfortable homes and for lightening household tasks.

Electric Service is just as useful and just as economical in a cottage as it is in a mansion.

The above picture shows the interior of the home of Henry Farris, at 1418 Burkhardt St., where the most up-to-date and labor-saving method of ironing is used.



Don't think electric service is expensive. Anybody can afford it if they will investigate.

Our Company is in fact as well as in intention the "servant of the people." Ask us to send a man to give you the facts. Telephone Main 2182 and City 2182.

Louisville Gas & Electric Co.
(Incorporated.)
311 West Chestnut Street



This photograph of Catherine Duncan, 1468 South Twelfth Street, using an electric flat iron, and the preceding photographs in these advertisements are of typical installations such as may be found in hundreds of other cottages of our colored people.

Herald 5-12-16

Electricity Is Used Here As Elsewhere —For Efficiency—To Save Labor—To Do Better Work —To Give Better Lighting Economically.

Try Electric Service Once and You Will Insist Upon It Always

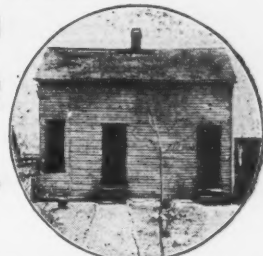
\$22.50

A four-room cottage is wired complete with flexible metal tubing, the safest and best kind of construction, for \$22.50. This price includes three brass fixtures, one drop cord and Mazda lamps ready to burn. Larger houses in proportion.

Electric Wiring Remains Low-Priced In Louisville.

Just write, telephone or ask us to send a man to give you all the facts. Telephones Main 2182 or City 2182.

Louisville Gas & Electric Co.
(Incorporated.)
311 West Chestnut Street
"The Servant of the People."



It Would Be Difficult to Figure Out How These Advertisements Could Be Improved. The Round Pictures of Small Negro Shacks Shamed the Can't-Afford-It Whites Into Adopting Electric Service.

but they also carried conviction in unexpected measure to the whites, who previously had put off wiring because they felt that they could not afford electric service. Racial prejudice is not well understood in the North, but down in Dixie it is as impelling as religion. Seeing an advertisement of electric service addressed to the colored population at first surprised and then shamed the Southerners. "If the 'niggers' can afford electricity, I guess we can," was the colloquial way they expressed it. And forthwith the contracts from this class of can't-afford-it prospects poured in. It was a case of shooting at a definite prospect and snipping the innocent bystander.

The advertising at Louisville is the result of team work between Robert Montgomery, the local commercial manager, and W. H. Hodge, publicity manager for the Byllesby organization. This combination has accomplished some excellent results, of which the campaign to colored folks is but one example.

Another case was brought to light when the wiring prices in Louisville were increased 50 cents per outlet. In nine communities out of ten, such an advance in price would have brought

forth explanations and apologies from the lighting company. Not in Louisville. Instead, the advertising was continued and the new price featured. "\$22.50 wires a four-room cottage," was the slogan—and nothing was said about the fact that the same cottage could have been wired for \$2 less before a change in the local wiring restrictions made it necessary to advance the price. As a result of this policy, there has been no complaint, no trouble, and the wiring business continues to pour in as before at the rate of something like a contract per man per day.

Another feature of the situation in Louisville is the known effect of the advertising upon the renting public. Folk down there are convinced that a house not wired for electric service is undesirable, and a truly remarkable percentage of them refuse to rent premises that are not electrically equipped. One specific instance occurred where it was learned that fourteen prospective tenants refused to rent a cottage not wired; the fifteenth offered the landlord 50 cents more per month rental provided the wiring was put in. More, this tenant secured one of the Louisville Gas & Elec-

tric Company's advertisements and showed the landlord how cheaply the job could be done. In this case the tenant really secured a considerable amount of business, for this landlord owned something over thirty cottages, all of which were wired up as a result of the incident.

"Home Journal" Boosts Appliances

The current issue of the *Ladies' Home Journal* contains a full-page feature article entitled, "The Bride's First Supper on Her Electric Gifts." It consists of a series of recipes for a supper prepared on electric table appliances, the illustrations showing an immersion water heater, grill, toaster and percolator.

The item could be used to good advantage in any city. Take a copy of the *Journal* to the editor of the woman's page of your local newspaper and impress upon her that the electric home helps are being featured now by the most influential and up-to-date woman's paper in the country. If tactfully approached, she will undoubtedly "go and do likewise," especially if you can get her some good photos showing electric appliances in service in actual home environment.



Home of Chas. Smiley, Colored, 1469 South Thirteenth Street, Where the Lighting and Ironing Are Done Electrically.

We Value the Business Of the Small Customer

Electric service is not a high-priced luxury in Louisville. It can be enjoyed and afforded by any one who is willing to make a small investment in house-wiring and pay for the same on easy monthly terms.

We have many colored customers who reside in little homes such as that shown above—not imposing, but clean, comfortable and lighted by electricity.

Eliza says:

"No, sir! I just couldn't get along without the electric iron now. It not only saves me many steps, but it is so clean and does not heat up the house one bit."



Just write, telephone or ask us to send a man to see you about electric wiring. You can have the service installed for as little as \$2.99.

Louisville Gas & Electric Co.

311 West Chestnut Street

"The Servant of the People"

These Ads Proved to Louisville Citizens That the Lighting Company Serves ALL the people. So Far as Known, This Is the First Time a Public Utility in the South Has Made an Appeal for Colored Patronage.



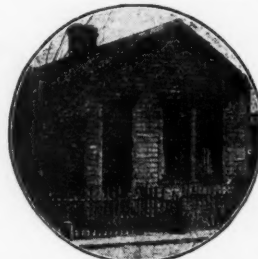
Interior of Cottage of Sallie Moorman, 1425 Burkhardt Street

Electric Wiring and Electric Service Are Cheap In Louisville

Everyone can afford electric service in this city. We have thousands of very small customers. We want thousands more. We value their business. We are, in fact, as well as word—"The servant of the people."

The above picture shows Sallie Moorman using her electric flatiron in her home, 1425 Burkhardt Street. She says:

"Electric lighting ought to be used everywhere by everybody. It is worth a good many times what it costs. The electric iron turns out the best laundry work I ever saw and saves me a lot of time and bother. I wouldn't ever go back to the old-fashioned sad irons for anything."



Write, telephone or ask us to send a man to tell you about electric service. Telephone Main 2182; City 2182.

Louisville Gas & Electric Co.

311 West Chestnut Street

"The Servant of the People."

The Passing of the Ingenue

Miss Fluffy Ruffles of Broadway No Longer
the Ideal Model for Advertising Pictures

THE "pretty girl" in advertising is about played out. Miss Fluffy Ruffles of Broadway is fading away as the big idea in publicity. The maiden of obvious immodesty, with her ready-made smile, her drug store complexion and her blatant inanity, has lost—or is about to lose—her proud position as the advertising embodiment of American womanhood.

Let us not speak harshly of Miss Fluffy. In the language of the street, she was "a good kid" as she posed and postured in behalf of our electric appliances. She cast a certain wicked glamour over the flat iron and made a parlor ornament of the prosaic washing machine. Every ad in which she appeared smelled to heaven of the tenderloin, but we didn't care—she was easy to look at, and her flirtatious posing recalled memories of our freshman days when we used to fall for that sort of thing.

But Fluffy's day, as an advertising

to center our attention on the other kind of women—those who prepare a seven o'clock breakfast and who have practical need of an electric milk-warmer.

This tendency toward the elimination of artificiality in advertising pictures is simply a phase of the "honesty in advertising" movement which is becoming a basic part of our business ethics. Just as we no longer permit wild exaggeration or plain misrepresentation in the wording of ads, so we are coming to desire a more truthful and natural representation by picture. An elaborately gowned recruit from the Hip-Hooray chorus is seldom able to give verisimilitude to a domestic appliance scene. To make a truthful representation, an electric flat iron in service, for example, requires us to select a woman of the sort who actually would use the device, dressed in the sort of clothes she would naturally wear while using it, and set off by a background such as would be truthful.

The Germans have been doing this sort of thing very well for several years. They pick out real, honest-to-goodness people, picture them using the product they intend to advertise and in effect say to their prospective customers: "Here you see our product in practical service. These are real people actually using the excellent electric range we manufacture." A recent bulletin from one of the German central stations, for instance, pictures the hausfrau in her kitchen, using an electric utility motor. The advertiser has caught the very breath and bone of German family life—the hausfrau, efficient and practical, is doing real work with the appliance. And she is doing it in a real kitchen. Even to such tiny details as the hand-crocheted lace on the little white apron which every German hausfrau wears of an afternoon, to the salt, flour and sugar containers on the shelf above her head, the picture is REAL. Furthermore the interest in the motor itself is not lessened but is enhanced by the completeness and attractiveness and wholesomeness of the surroundings. Any housewife on seeing this picture would say to herself: "I, too, must have a motor like that to do my work in my kitchen."

Then again, Continental advertisers have a curious but effective way of appealing to their prospects' pride and to their desire to improve their standards of living. One picture in the aforementioned bulletin shows a peasant shack—and these people abroad work for a wage which any self-respecting American laborer would scorn—not only wired for electric light, but where the occupants use electricity for ironing and cooking. As a matter of fact, the accompanying text calmly states that this family owns



Lots of Human Interest in This Picture—The Accompanying Text States That This 70-Year-Old Woman Is Enabled to Earn Her Own Living by Means of the Motor on Her Sewing Machine.

model, is about done. Somehow or other we don't seem to care so much for a range ad in which the pseudo cook is an obvious member of the pony ballet. There is a lack of conviction about a picture which shows a Floradora girl mishandling an electric sweeper. We're willing enough to pay two-fifty for a good bold look at 'em in the Winter Garden or at the Midnight Follies, but in the cold, gray light of the business day, we prefer to forget the footlight favorites and

UNIVERSAL



No. E. 9081.....\$5.00

De Luxe Model With Snap Switch Control

In this type is concentrated all of the beauty of design and up-to-date devices which experience and skilled workmanship have been able to originate. The result is a high grade iron designed for the dealer that wishes to stock the best.

UNIVERSAL Electric Irons

A sufficient number of styles and sizes are included in this line to meet any requirements of your customers. In all Universal irons the essential facts of construction are standardized.

Heating units are made from best grade nichrome wire which greatly prolongs their life.

Wire is insulated in India Ruby Mica, the most efficient and costliest insulation known.

In the contacts the nickel plated brass leads are firmly bolted and have never been known to burn out.

Connecting plugs have seven point phosphor bronze sleeves that grip the terminal studs positively when in place and are practically arc proof.

Strong heater cords of the best quality, protected by antikink springs are securely anchored to the plugs by bolts.

Hubbell attachment plugs are used in every iron.

Manufactured by

Landers, Frary & Clark
New Britain, Conn.



There Is No Mistaking the Fact That This Is a Real Kitchen. Isn't This the Kind of Picture Which Would Instill a Longing for a Utility Motor in Any Good Housewife's Heart?

but two cooking utensils and that both of them are electrically heated! That picture was not taken with any idea of getting the peasant-class business—it was published to attract those people who are always saying they cannot afford electricity. And there is no doubt that the inherent honesty of a picture of that kind will convince more skeptics than will reams of carefully-worded copy.

After all, the most direct road to the public's pocketbook is via the heart-strings. You will remember that David Warfield in one scene of the "Music Master" juggled some spaghetti on his fork and made all New York, fed up on high-priced, elaborately conceived comedy, laugh as it had not laughed in years. Not that winding spaghetti around a fork and trying to eat it without accident or incident is a pretty sight—on the contrary, it is a very homely and trying ordeal. But the scene carried a strong appeal of innate genuineness and naturalness. Most people never lose their appreciation for homely honesty, and so this scene helped to fill to overflowing the coffers of that theater.



This Is the Way the Germans Tackle the "I Can't Afford Electricity" Argument. Here Is a Poor Laborer's Home Using Electricity for Light, Ironing and Cooking.

It may be that the theater has two lessons for advertisers. The first is that the girly, frothy musical comedies—the tired-business-man shows—are too ephemeral to last for more than a season. They "get you" for a moment when you are feeling foolish, but at the end of the season, you can't remember one from the other. The second point is that the plays with the heart appeal are the ones that play to crowded houses for long runs, and are the sort that your mother and sister appreciate.

Advertising illustrations have a way of panning out very similarly. A pretty girl—or even one of the modern slant-eyed monstrosities affected by some artists—may be attractive, but the chances are that their appeal is not deep enough to quicken any dormant buying desire. You might, for example, like an ad of a

or three or half-dozen of your competitors, all illustrated with the same type of show girls, it's liable to be lost in the shuffle. On the other hand, it cannot be denied that your washing machine, your sweeper, your range, your toaster or whatever you make or have for sale, can be shown to no better advantage than in actual use by an actual family.

Experts say that the Germans have taught us—and will teach us—many things. It is a matter of serious doubt if they can beat us when it comes to advertising typography, layout and effective copy, but they can teach us how to use human-interest pictures—and more often than not it is the picture and not the copy that must tell the story. The accompanying illustrations show a few types of pictures which illustrate this point.



The Text Accompanying This Picture Says That the Little Girl with an Electrically Operated Sewing Machine Can Do More Work Than the Experienced Seamstress Without One. Obviously, No Model Posed for These Pictures.

washing machine with a pretty girl at the helm, but it wouldn't be nearly as apt to make your wife buy a machine as an ad showing a real American housewife happily accomplishing a serious task of housework with one of these machines.

If we electrical advertisers want our ads to do even a part of their share of getting the business, we must eliminate the obviously professional model and her ilk. It's the pictorial representation of your product used by real people in real homes, that will appeal. Lots of money has been spent by advertisers in hiring expensive sets of furniture for a background, where the same picture taken in a modest home with a real family would have been a hundred times as successful and infinitely less expensive. It is not to be denied that Miss Fluffy Ruffles has her appeal—your pretty girl ad may seem mighty attractive to you, but when your ad or booklet is put up against two



110
115
120
Why?



MERCHANDISING METHODS

Salesmanship Management Window Displays Advertising

Breaking Into the Game

Small Central Station Organized New Business Department with Gratifying Results

PRIOR to July, 1915, the Atlantic Coast Electric Light Company of Asbury Park, N. J., had no room that could be termed a commercial office. The floor space was limited and it was impossible to demonstrate even a small number of appliances. Then it was decided that the growth of the company warranted the organization of a modest new business department; new space was taken in the business center of the town, and William H. McBride put in charge. Even yet the "department" is really but a name, for the soliciting is done by collectors and meter readers. Yet even with this make-shift organization they carried on a campaign which brought in over 300 house-wiring contracts in a single month. Here is the story, as told by Mr. McBride:

"To get our house-wiring campaign under way, we invited all legitimate contractors operating in our district to a meeting in the company's commercial office. Primarily the meeting was called to discuss the wiring campaign, but it also served as a much-needed get-together meeting. Briefly our plan was as follows:

"We arranged that our collectors could give their whole time to making a house-to-house canvass of our entire district, and at the same time we promised to do extensive advertising. The prospects thus created were turned over to the contractors. Upon completion of the work secured, we paid the contractors the amount of contract less 10 per cent. The consumer's contract was based on a schedule of special prices for wiring and fixtures. The deduction of 10 per cent was intended to cover the cost of financing the proposition. We then gave the consumer one year in which to pay us in equal monthly installments. We also furnished the first equipment of lamps free.

"The schedule of prices was determined by a committee of two contractors. The apportioning of the contracts among the several contractors in such a way as to arouse not even the slightest suspicion of partiality was handled very successfully by our solicitors, who when signing up a prospect, submitted a list of all con-

tractors' names arranged in alphabetical order from which the customer made his own choice.

"Our prospect list was compiled by making a duplicate copy of the tax collector's books in the several towns. About 1500 booklets advocating the use of electric service in the home; also showing how easily a finished building could be wired, were sent to the owners of property who were not consumers.

"We advertised in one daily and three weekly newspapers. The advertisements in the daily paper were changed daily. We also did considerable advertising by placing banners on the fenders of trolley cars which are operated by the railway branch of our company. Our commercial office show window was changed twice. The first display consisted of a large cardboard representing a floor plan of a home. From each room we ran an appliance cord, each of which was connected to an appliance such as vacuum cleaner, sewing machine motor, fan, iron, grill and large pictures of washing machine and range. On each appliance or picture, a card was placed which stated briefly what the appliance would do. Later we used the "Wire Your Home" month window display showing the switch controlling the various appliances used in the home. We also had similar sets of this display sent to each of the contractors for their windows.

"In addition to the foregoing advertising, we secured several good educational moving picture reels, the subjects of which were appropriate to our campaign and which were shown at the leading theaters here. Aside from the reels, we also had stencil slides made for the same theaters reading, "Wire Your Home" and mentioning the main features of our offer.

"Throughout the entire scheme of our advertising our slogan was "Wire Your Home," making special emphasis of wiring and fixtures at cost; twelve months to pay; first equipment of lamps free and a reduction rate from 12 to 10 cents per kilowatt hour.

"After our campaign was launched we arranged weekly meetings for the con-

tractors while it was in progress. At these meetings we asked to be advised of any dissatisfaction on the part of contractors as regards the way in which the orders were being handled, and also we talked over such matters pertaining to the campaign as might be brought up. Throughout the contractors were very well pleased with the number of contracts they had received and the plan adopted which automatically resulted in their getting a share of the orders in direct ratio to the location of their business and the age of their establishment.

"Our solicitors were offered a bonus of \$1.00 per customer secured in addition to which they also received prize moneys for the number of contracts they secured each week, both of which served as a stimulus and incentive to further results.

"During our last summer season we had about 4750 accounts. During the past winter we had 2800. At the beginning of our campaign we anticipated at least 200 new customers. The total amount received was 336, which was a very good percentage for one month's work with no previous experience in this line."

The result of the campaign by weeks follows:

1st week	47 contracts
2nd week	64 "
3d week	77 "
4th week (9 days)	148 "
	336 "

Aggregate, 135,695 watts.

Paid contractors, \$12,218.22.

Momentum in Appliance Campaign

The electrical dealers of Oklahoma City are still profiting from a sweeper campaign conducted in March. Prior to that time, electric sweepers did not sell very widely, but since the campaign the dealers report a steady sale of about sixty-five machines a month. This is important because so many dealers and central stations express the belief that a special sale kills the business for a considerable period afterward. Oklahoma City's experience is that special sales are a permanent stimulus.

Frantz Premier Company

Ivanhoe Road
Cleveland, Ohio

In 1921

¶ Our Service Department is today taking care of Frantz Cleaners sold in 1911. Five years from now we will be taking care of Frantz Cleaners sold today. Our business is organized and financed upon this basis of permanence—of responsibility and reliability—of making good, without question or quibble, on every machine that bears the Frantz name-plate.

¶ American housewives are learning, by experience and through our national advertising, that buying a Frantz appliance is not a gamble. Frantz has placed the electrical appliance business upon the same sure foundation of absolute confidence and security that John Wanamaker established for retail merchandising. *Caviat emptor*—let the buyer beware—is no part of the Frantz code of selling.

¶ From your standpoint, the Frantz way is the *only* way to sell electrical appliances. If a manufacturer sells appliances in your territory and fails to make good, you must make good for him. If there is dissatisfaction, it comes back upon you.

¶ Can you afford to take this chance?

¶ Think of 1921. Forget the personality and the arguments of the salesman now selling or trying to sell you appliances—look behind the goods he offers, and see whether his factory will be *able* to make good, as Frantz will, in 1921.

Brass Tack Advertising

Vague Claims and "Missionary Work" No Longer Seen in Good Central-Station Ads

ONE of the hardest things for any man to do is to keep abreast of progress. We are all prone to "stand pat" on decisions or conclusions reached months or years ago, with the result that we become out of date and get in a rut without realizing it. How often will you hear a central-station man say, "Electric cooking isn't practical," and when you pin him down to specific reasons he will cite you some example of its failure that occurred six years ago. The antis are particularly strong in the vehicle field, where to this day are men who haven't examined any data on electric truck performance since 1900.

This fault is too often seen in the advertising used by central stations. Ads are written on the basis of two decades ago—the same old missionary talk, the same old statement that electricity is clean, safe, convenient, efficient. We forget that the world moves, that our argu-

ments of 1895 are to-day old enough to vote. We forget that since we "broke into" the electrical business an entirely new generation has been born, raised, married and set up housekeeping.

Imagine a jeweler advertising, "Our diamonds sparkle"; or a furrier saying, "My furs will keep you warm"; or a shoeman, "Leather shoes will prevent

stance, that a cracker manufacturer to-day were to put a new cracker on the market in an air-tight container. It would be unwise for him to devote his advertising appropriation to waging combat against bulk crackers, because the public, through the advertising of the National Biscuit Company and its competitors, has been educated to the point where it needs no further conviction on the score of the superiority of packaged goods. The onus of his campaign would be to prove the particular qualities of his crackers.

In the same way, the general public has been, for the last five or six years, fully aware of the broad practicability of

(Continued on page 226)



Summer Ironing Made a Pleasure in This Cool Way

Iron in cool enjoyment this Summer, with an Electric Flat Iron. Attach your iron to a socket in your boudoir, on the porch, or the coolest spot in the house. An Electric Flat Iron is so clean that you can wear your most delicate garments when using it, with no fear of soiling them.

Easier, Better and Quicker Ironing

What a pleasure it is to use an Electric Flat Iron! So easy to handle; so much time and labor saved. No trotting back and forth between stove and ironing board; no waiting for irons to heat, or overheated irons to cool. And, best of all, the wonderful results! Whether it's your most delicate lace or a heavy garment, an Electric Iron will iron it better and quicker than any other iron possibly could.

Several styles and sizes of Electric Flat Irons are on sale here, costing from \$3 to \$5.50. The cost of operation is but a few cents. Write for full particulars.

When next you are in Chicago, don't forget to visit Electric Shop.

Electric Shop—Chicago

Michigan and Jackson Boulevards

Wm. D. McLaughlin Advertising Agency, Chicago

Pretty Hard to Beat This Ad. Seasonable, Convincing, Attractive and Definite.



Power That Pays Big Dividends in Results

Is your power service actually *earning* money for you? Is it producing results in proportion to its upkeep cost?

Make Central Station Service prove that it is more efficient—more dependable—more economical, before you expend any money on a new private plant.

Particularly at this time it is well to consider the saving of a relatively large amount of capital necessary for the installation of a private plant.

Put Central Station Service in on trial. Determine exactly whether our figures as to its estimated cost are correct. Note also the difference in cost during the trial period as compared with the predetermined estimated cost of private plant operation.

One of our engineering corps will confer with you whenever you wish. Arrange today for an interview. Write or telephone Randolph 1280.

Central Station Service is cutting operating costs for scores of different industries. Here are just a few recent installations:

Crane Company, New Works;
Continental & Commercial National Bank Building;
Marshall Field and Company's Men's Store;
The Boulevard Building;
Chas. A. Stevens' New Bldg.;
Fort Dearborn Hotel.

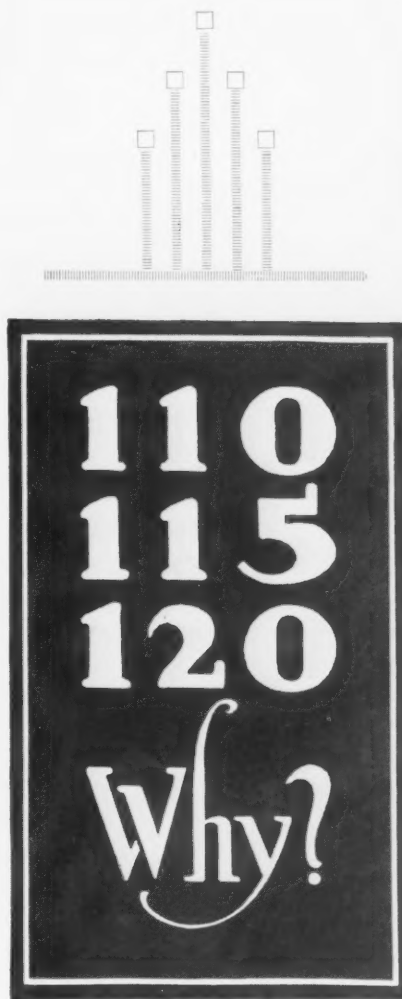
Commonwealth Edison Company
120 West Adams Street

Putting the Power Argument Into Business Man's Language. Nothing Vague Except the Picture.

stone bruises." Ridiculous?—not any more than for an electric light company to harp upon the fact that electricity is convenient and clean.

The tendency of modern central station advertising, as of all advertising worthy of the designation, is to sell something—service or merchandise. To be sure, each advertisement written should convey the thought that electricity is convenient, safe, clean, efficient, economical and modern, but it should also have a specific application which makes those qualities apply to an electric sign, a flat-iron, a vacuum cleaner, central-station power, or an electrically-lighted home.

You can probably get the point of view more easily if it is expressed in different terms: Let us imagine, for in-



NOTICE TO OUR S

With this issue of ELECTRICAL MERCHANDISE the magazine passes to the McGraw Publishing

Your subscription will be continued to the McGraw Publishing Company, which will commence issue on July 1, 1916, under the title of ELECTRICAL MERCHANDISING.

This new magazine, ELECTRICAL MERCHANDISING, which we had *hoped* to make our paper—it will be more interesting and more valuable.

You, as a subscriber to ELECTRICAL MERCHANDISE, are notified of the change in ownership. Look for your

R SUBSCRIBERS:

ERCHANDISE, the ownership of
w Publishing Company.

ed to its expiration by the McGraw
sse on July 15th of a new magazine,
NG.

AL MERCHANDISING, will be all
-t will be larger, better, more inter-

AL MERCHANDISE, will gain by
or your new paper. Out July 15th.

the application of electricity as a theory. But the utilization of electricity for greater comfort and convenience and the innumerable ramifications of electricity as a source of human welfare have been matters calling for proper and specific exploitation through advertising.

The Commonwealth Edison Company of Chicago has followed this policy of putting its name to "brass-tack" advertising for the past six or seven years. The samples reproduced, while not new, are characteristic of the best practice in this method. In every ad, the general advantages are expressed directly or indirectly, but the essence and the purpose in each case are to convince the reader of the merits of a specific application of electricity. Take the point of safety, for example. In discussing this, William D. McJunkin, whose agency places all the Commonwealth advertising as well as that of a considerable number of other progressive central stations, says:

"In every case this point is directly tied up with a concrete application. For instance, I would consider that at this day and date it would be unwise for any central station to advertise the safety of electricity in a broad sense when this same idea can be better conveyed by showing the convenience of electricity for closet lighting and introducing at the same time the thought that the safety of electricity is one of its particular recommendations for this purpose.

"It is always much easier for the consumer to grasp something tangible rather than something indefinite, and it is far simpler to convince the average reader of the merits of an electric flat-iron or an electric washer than to interest him in the broad virtues of electricity as a whole."

Popularize the Company Office

Making the lighting company's office a rendezvous for the better class of customers is not a new thought, but in many cities the advantage of such a policy is not fully appreciated. To impress the matter strongly upon the managers of its properties, the Byllesby Company recently issued the following in its Bulletin. The letter is from Manager Coffy of the Everett (Washington) Gas Company, but the truth applies as well to electric utilities:

"A large percentage of the patrons of a gas company never visit the office, as they settle their monthly accounts by check through the mail. This class of patrons generally includes the company's best customers and those financially able to keep the most modern and up-to-date appliances. If it were possible to place before these customers in a favorable way the latest designs in ranges, water heaters and small appliances, there is no doubt but that a gratifying number could be sold.

"As a means of overcoming this situ-

ation we have been offering part of the space in the front of our office, including one show window, to various churches for holding sales of foodstuffs. Since starting this five weeks ago there has been a sale every Saturday with from two to eight women in attendance besides the number of buyers who come through advertising given the sale through the press and pulpit. Through this means we are getting people in our office who have not been there for years and who, when once in, almost invariably look over the various appliances we have on display.

"An excellent example of the value of these sales occurred when the ladies of Trinity Episcopal Church held a sale of hot cross buns for Good Friday. One of the members of the congregation came in with her husband and almost before making her purchase of buns became enthusiastic over a \$40.00 range with enamel trimmings and glass oven doors. This couple was in the office but a short time, but before leaving signed an order for the range.

"Besides the value of this plan as a sale stimulator it is also of extreme value in securing the good will of all those with whom we thus have a chance to come in contact. It has been somewhat difficult to get this started as the churches could not understand why we were willing to do so much for them. At the present time we believe that as soon as the churches understand the proposition we will have the space engaged for

weeks ahead. Besides giving such space as they need for their sale we connect a gas range in the window for their cooking and donate the gas they require."

595 Wire-Your-Home Contracts

THE Minneapolis General Electric Company made a fine record in Wire-Your-Home Month, during which 595 houses were equipped at a cost to the public of over \$40,000.

The outstanding feature of the campaign was the heavy dependence placed upon newspaper advertising. A flat price offer of \$50 for the wiring and fixtures for a six-room house was advertised and the salesmen did little more than follow up the inquiries thus developed. As result of the newspaper advertising, 539 inquiries were received, which cost 83 cents per inquiry. No extra space was employed, but the space regularly used by the company was concentrated on the one proposition. Six salesmen followed up the inquiries. The largest number of contracts closed by a single salesman during the one month was 127, although two others closed 125 contracts each.

As is the policy at Minneapolis, the tracts as received were turned over to local contractors. The campaign was planned and carried out under the direction of H. E. Young, sales manager of the Minneapolis General Electric Company.



1311 Rozelle 226

Something Entirely
New

VELURIA BOWLS in ROZELLE Colored Decorations



It will be to the advantage of electrical dealers to become acquainted with these bowls, for people are especially interested in colors just now, and Rozelle will harmonize beautifully with the new decorations of the home. Better put a few samples on your shelves to invite the orders that are waiting.

IVANHOE-REGENT WORKS
of General Electric Co.
CLEVELAND, OHIO

For all Canadian business refer to Canadian General Electric Co., Limited, Toronto, Ont.

A Vibrator Campaign

Brooklyn Edison Makes Unique
Success with Boudoir Appliance

THE first vibrator campaign of any magnitude, in fact the first sale of this appliance which may rightly be dignified by calling it a campaign, was carried on during the month of March by the Edison Electrical Illuminating Company of Brooklyn.

For several years it has been the practice of this company to make a special monthly offer of some appliance at a reduced price. This does not mean that the appliances are sold at cost, for the company demands that every transaction shall show a profit. The low price, as a rule, is possible because the company makes large purchases of the various appliances offered from month to month and thereby secures them at a minimum

space, and space in a number of local class publications, was utilized. A car card was also employed in a small way.

The main dependence, however, was placed upon a mailing card sent to approximately 20,000 of the company's customers. These mailing cards are very simple and inexpensive, but are being used to produce excellent results in Brooklyn. The company finds that the regular monthly mailing of a card containing a special offer produces dependable business. Customers who have taken advantage of past sales are quick to purchase if the appliance appeals to them; they have been taught that the sales are bona-fide bargains and that the merchandise is of standard grade, fully indorsed by the company. The success of these cards has led the company to eliminate all special canvassing by salesmen—they are content with the amount of business which comes in as a direct result of the post-card announcement and newspaper advertising.

The Brooklyn sale resulted in their disposing of 262 vibrators in 26 days. Practically all of the orders were received by mail, 'phone or through customers calling at the company's electric shops. In each shop, a modest display was made of the appliance—as a rule, simply a single vibrator with a generous display card summarizing the offer and another card marked, "Special This Month."

Two months after the sale had been completed, the company announced that not a single complaint of the device had been received, nor had a single vibrator been returned. This rather remarkable record would seem to indicate that there is a popular market for vibrators which has not, as yet, been widely cultivated.

College Students Trained as Range Salesmen

As a general thing, range salesmen are made—not born. That it takes more than a few superficial demonstrations and a quantity of tailor-made sales patter to make an electric range salesman is evidenced by the training course established by M. C. Osborn, sales manager of the Washington Water Power Company, Spokane.

Mr. Osborn has arranged a series of eleven lectures for the purpose of interesting and instructing the students of the University of Idaho and of Washington State College in the use and sale of electric ranges and other appliances.

The sales force of the lighting company, under the personal direction of Mr. Osborn, will do all of the lecture work, and provision is being made not only for demonstrations, but for ex-

planation of the construction of appliances as well. One of the lectures will include a mock selling talk and ultimate closing of the sale, which will be enacted completely by salesman and prospective customer, beginning with the knock on the front door, and going through all the possible objections and questions which a prospect might naturally bring up before signing on the dotted line.

The topics of the eleven lectures will be as follows: (1) Organization and object of salesmanship course; art of salesmanship. (2) Theory of rates; the rate. (3) General range demonstration; lecture on range types. (4) Water-heater and water-heating rates; range



The Vibrator Was Exhibited on a Counter Near the Cashier's Window at Each Branch Office. Ample Display Cards Told the Story of the Offer.

price. Close buying, coupled with inexpensive but effective advertising, enables the Brooklyn Company to carry on its special sales in the same manner as the department store.

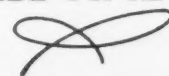
The March vibrator campaign consisted of a special offer of a first class vibrator for \$13.13, payable \$3.13 down and the balance in monthly instalments of \$2.50 each. To announce the sale, a single advertisement was inserted in the Brooklyn daily papers, in addition to which the company's theater program



"American Beauty"
Electric Iron

The Best
By Ironing Board
Test

GUARANTEED FOR
ALL TIME



American Electrical Heater Company

1335 WOODWARD AVE.
DETROIT MICHIGAN, U.S.A.
OLDEST AND LARGEST MAKERS



and water-heater wiring. (5) Demonstration of socket appliances; lecture. (6) Lecture on the steps in a sale; demonstrating a sale of range and water-heater to a prospect. (7) Demonstration of GE range; construction and enclosed. (8) Demonstration of Hughes range and radiant elements. (9) Routine. (10) Question box. (11) Final instructions to the men selected for employment.

The Washington Water Power Company expects to employ at least fifteen salesmen from those students who apply as a result of the lecture series.

A Famous Chef on Electric Cooking

Electrical cooking is fast becoming a vital subject for the best hotels, clubs and restaurants, says *The Caterer*, a famous hotel men's journal. One of the most beautiful, best arranged and best equipped hotel kitchens in the United States, that of the St. Regis, New York, is presided over by a chef whose fame is not excelled in this country and one who, the greatest restaurateur in America says, "has no peer as a chef in Europe."

This chef, Emile Bailly, says: "I prefer roasting and baking by electricity because the oven has an evenly distributed heat which, under the switches and controls, can be quickly turned from intense heat to a very mild heat. In this way, when you put your roast in, the service is evenly and quickly seared so that the juices in the meat or bird or other viand are retained. Not only that, but you do not have to keep turning the roast around to prevent it from being over-browned or over-cooked at any one point. You just let it remain, simply waiting to see that the cooking process has been completed.

"Our electric range helps to make St. Regis cooking distinctive in quality and flavor.

"There are no fumes or odors of any kind; also the shrinkage is less, hence the losses in weight and in succulency are at a minimum."

Passing to the toaster, Chef Bailly said: "You see the toast is uniformly brown and crisp, without being over-crisp or too dry. Making toast in the ordinary way will not brown it evenly. And you cannot make thin, crisp, flexible toast like that," pointing to a thin piece that looked like a toasted wafer, "except on an electric toaster. It is significant that electric cooking apparatus in a large hotel often will not entail any additional expense in coal in producing current for the kitchen, because most of the large hotels generate more current than they actually need and the surplus can be turned into the kitchen, which is busy mostly in the daylight hours, and in that way there is an actual saving of coal for coal ranges, and charcoal for the broilers without additional expense of coal for generating current."

Cleveland "Surveys" Appliance Possibilities

If we can learn anything in the nature of a sales help from the great war, this is it: *Know where you are going to fire!* The intricate network of telephones, telegraph and wireless on the battlefields in Europe is there mainly for the purpose of directing the aim of the gunners.

So, when you set out to campaign housewiring, appliances or anything at all, make sure that you're getting the best out of your force, your ammunition and the money you spend by knowing where to go for the business. Of recent years central stations have found the survey a particularly thorough and good method for keeping track of their appliance business. A number of companies have "surveyed" every customer to find out what appliances they had, if any, and their condition. The survey has really a twofold purpose—it opens up new appliance business and gives the company the opportunity to connect to the lines appliances which for several reasons may have been lying idle for a long time.

A quick survey was recently made by the Cleveland Electric Illuminating Company of Cleveland to determine the use made of electrical appliances in Cleveland homes. Forty district salesmen were appointed to visit approximately 1400 customers. From the homes having appliances the following data were obtained, from which it follows that out of the 1400 approximately 450 either had no appliances or the salesman found it impossible to procure an interview.

1501 appliances were found in the 949 houses using appliances.

1383 were in use, or about 92.2 per cent.

118 were not in use, or 7.8 per cent.

52 were out of order, or 3.4 per cent.

66 were not used for miscellaneous reasons.

First Gun of Electrical Week Campaign

THE first gun of the 1916 Electrical Week campaign is a huge folder giving a résumé of the plans as adopted by the Society for Electrical Development. Copies of this folder have been mailed to practically everyone interested—to central stations, jobbers, dealers, Jovians and the press. In general terms, this year's plans follow those which proved so successful in the 1915 Electrical Week celebration. The announcement states:

"Jovians to the number of 20,000 will be on the firing line—'All together, all the time for everything electrical.'"

"Throughout the country, chambers of commerce, boards of trade, and city officials are offering their hearty co-operation to make America's Electrical Week a success.

"The International Rotary Clubs are to be counted on to repeat, on even a larger scale, their enthusiastic support of last year.

"Through editorial and news columns, the press of the nation may be counted on to render the same splendid support given last year.

"Such influential popular publications as *Collier's* and *Scientific American* will have electrical numbers. Announcement will soon be made of leading trade journals outside of the electrical industry which will feature America's Electrical Week with special issues.

"The Society for Electrical Development will prepare for free distribution to members, bill posters, window cards, car cards, poster stamps, booklets to the public and other attractive advertising material.

"Copy and cuts will be supplied for local advertising campaigns.

"Booklets will be issued telling exactly 'How To' conduct various sales campaigns, electric shows, day or night parades and pageants.

"The Society's executive committee has selected local committees in nearly 300 cities. Over 1000 representative men have been invited to serve on these committees. The Society will have a special service bureau in its executive offices to assist these boosters make a success of their local campaigns.

"A poster competition with \$2,200 in prizes has been launched, open to the artists, art students and high school students of America, to procure a design to be used in the advertising of the week.

"Throughout the late summer and fall, members of the Society's staff will visit different sections of the country to address chambers of commerce, electrical leagues and to call on and assist local committees. By personal work they will render every possible aid.

"America's Electrical Week comes at the opportune time to tie up with the Christmas 'Shop Early' movement. 'Shop early and shop electrically' should be the slogan."

The campaign will run from Saturday, December 2 to Saturday, December 9, both inclusive, and should prove to be a much greater success than the first celebration held in 1915.

Tafel Campaign Still Producing

A late report of the flat iron campaign conducted by the H. C. Tafel Electric Company of Louisville, which was described in a recent issue of *ELECTRICAL MERCHANDISE*, shows that the sales have reached 1538 irons in three months.

TURN BACK
and read the special notice
to
SUBSCRIBERS
which appears on pages
224 and 225

ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

Volume XV JUNE, 1916 Number 6

PUBLISHED MONTHLY BY THE RAE COMPANY

FRANK B. RAE, JR., President and Treasurer
17 Madison Avenue, New York City
Telephone: 7629 Madison Square
Subscription Price \$1.00 per year

Entered as second-class matter, January 4, 1916,
at the Post-office at New York, New York,
under the Act of March 3, 1879

SWAN SONG

This is the last issue of ELECTRICAL MERCHANDISE.

Next month will see the magazine reborn as ELECTRICAL MERCHANDISING, published by the McGraw Publishing Company (Inc.) of New York. The transition, while of inestimable advantage to ourselves, to our readers and to the industry, induces a twinge of regret—something of a "Breaking Home Ties" feeling, with your editor cast for the part of the country lad.

Ours has been a one-man paper, with the merits and mistakes which any individualistic effort is bound to possess. We have been upon terms of intimate friendliness with our readers, and with our advertisers on terms approaching those of a poor relation. For certain solid accomplishments we have been appreciated too generously; for certain errors of temperament and judgment, too bitterly blamed. On the whole, we have had a fine young time doing a work which no other publication dared to attempt, or attempting, failed signally to accomplish with anything like adequacy.

Some folk hearing that we finally had made a trade with the McGraw interests, have spoken of our being "gobbled up." Foolishness! The industry has come to demand a commercial electrical paper of

a calibre larger than this one-man magazine of ours could hope to attain. It has come to demand a paper with a nationwide organization—with the editorial stability, the service facilities, the commercial strength, which such an organization comprehends. The change of ownership is an acknowledgment of that demand, and a promise that the demand will be fulfilled.

It is unnecessary, it is even presumptuous, for us to point out the strength of the McGraw organization and its ability to make of this paper a really big trade publication. McGraw's *Electrical World*—known to all our readers—is one of the world's great class journals. McGraw's *Engineering Record*, *Electric Railway Journal* and *Metallurgical & Chemical Engineering* are leaders in their respective fields. The genius, the energy and the resources which built these four papers will be applied to the development of the new ELECTRICAL MERCHANDISING.

We feel and wish here to acknowledge thankfully, the debt of gratitude which we owe to the several thousand men—readers and advertisers—who have permitted us to serve them for almost ten years. Our service will be greater and of more practical value under the new régime.—*Frank B. Rae, Jr.*

THEY'RE ALL GOOD

The circular of a suction sweeper manufacturer begins this way: "Unless you use a *good* suction cleaner"—etc.

Crude work. No central station, no electrical dealer, should ever, by suggestion or statement, convey the idea that any electrical appliance is *not* good. There are occasions, of course, when certain junk-shop appliances must be frowned down but there are very few such. And when they occur, the chances are that silence is the best opposition.

But for a manufacturer to start his appeal with a doubt-creating suggestion is all wrong. The man who begins by knocking his competitors as a class, ends by knocking the business from which he gains a living.

ELECTRICITY VS. KODAKERY

An advertising solicitor, evidently new to the work, called on the adman of the Eastman Kodak Company the other day and asked, "Aren't you about ready to begin your season's advertising?"

The kodak man laughed.

"We never 'begin' advertising," he said, "because we never stop."

It has long been a cause for wonder why electricity is so meagerly and Kodakery so well advertised. The adman gave the reason—they never stop.

More people use electric service than buy kodaks. More prospective purchasers exist for electric service than for cameras. The profit on electric service, if the company is properly managed and has a determined sales policy, is greater than the profit on kodaks.

The Eastman man thought it was a good joke when somebody suggested that he might stop advertising. The average central-station manager thinks it a very poor joke when somebody suggests that he begin.

ADD "LIGHT UP" TO "CLEAN UP"

Last year over 4900 communities carried on "clean-up" campaigns. The manufacturers of house paints, the plantsmen who supply flowers and shrubs, the carpet cleaners, all profited by working in co-operation with civic bodies in persuading the people to improve the appearance of their property, and in the interest of civic cleanliness.

It has been pointed out by the *Edison Sales Builder* that the clean-up campaign offers an opportunity to central stations to make a bid for improved lighting in the spring season.

ARE WE OVER-AMBITIOUS?

A man who has made a close study of electrical merchandising says that we are too ambitious; that we try to rival Marshall Field, Wanamaker and Altman when we should pattern after the United Cigars and the five-and-ten.

There is a good deal of truth in this criticism. Certain large central stations, with an exaggerated sense of dignity, have established a standard of store equipment and display which electrical merchandising, as a business proposition, does not warrant. The result is discouragement to the dealer who must make his electric shop self-supporting; it amounts, in effect, to unfair competition.

A great deal has been said about the necessity of teaching and inducing the small electrical dealer to adopt more ambitious methods of merchandising. Is not also much to be gained by inducing the central stations to adopt less ambitious methods?

WAIT 30 DAYS

Before You Contract for Electric Ranges

Within thirty days the no-repair NEUCO household range will be ready for your inspection.

It is worth waiting for.

NEUCO is not new.

For years, NEUCO electric cooking equipment has been the accepted standard in America's leading hotels and clubs.

The St. Regis, the Ritz Carlton, Delmonico's, the Bankers' Club, the Colony Club—to mention just a few famous eating places in New York—are equipped with NEUCO electric ranges and broilers.

NEUCO is not experimental.

One battery of NEUCO electric broilers has been in uninterrupted service 12 hours a day for three years—a total of considerably over ten thousand hours—without the slightest repair or replacement.

NEUCO electric cooking equipment is installed in U. S. Battleship "New York," which is evidence enough of our quality, since Uncle Sam does not buy experimental or unreliable apparatus for his big ships.

Finally, the New York Edison Company selected NEUCO for equipping its "Officers' Kitchen" in the new Edison office building—a practical tribute to our quality from the engineers of the country's most prominent central station.

It is this sort of quality, this sort of reliability, this sort of no-repair sturdiness, that will be incorporated in the

NEUCO household range—ready in 30 days.

And with this unequalled construction will be combined a grace of design and quality of finish to be found only in the highest class of cabinet ranges.



NATIONAL ELECTRIC UTILITIES CORPORATION

103 Park Avenue

NEW YORK

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THE PROFESSION OF SALESMANSHIP

Self-Management

Education

Inspiration

D. B. Slanthead—Know-It-All

The Sad Case of a Fellow Who Wouldn't Be Helped to a Better Job

By GLENN MARSTON

A LITTLE while ago I was being told of the work of one of the large central station companies in developing the interest of employees in their work, and in widening their outlook. This company has frequent meetings where employees read papers, selected from those which have been submitted to the committee in charge. The object is to interest the employee and induce him to make a special study of his work. If he is asked to give a paper on a subject he naturally wants to be backed up with some authority, and gives careful study to the subject chosen.

Such a practice on the part of the company is highly commendable. It tends to make the employee, say a salesman, study sales methods carefully if he must prepare a paper on selling appliances. He gathers information from his fellow-employees and friends, and before he is through he has increased his own efficiency to a measurable degree. The tangible prizes offered by the company for excellent papers are not nearly as valuable to the employee as are the experience and new points of view gained. The benefit to the man who writes the paper is perhaps greater than the aggregate benefit to the entire membership of his audience, and the company has benefited in proportion to the study and effort made by the author in putting forth a serious dissertation.

When a paper is passed by the committee and is read, the chairman of the committee writes to the author, thanking him for his efforts, and encouraging him to study some other subject with the view of preparing a paper. The letters are somewhat along this line:

Dear Mr. Slanthead:

I want to thank you personally, as well as on behalf of the committee, for the valuable contribution you made at the meeting held last Monday.

In preparing your paper you appear to have consulted standard authorities and men who have achieved success through the adoption of the ideas so well pre-

sented by you at our meeting. It is evident that you used great care in choosing only such data as would clearly elaborate your discussion of the subject, omitting as of less importance much matter which you had to accumulate in order to establish the points you wished to make. This must have impressed you with the fact that authoritative reports are nearly always so prepared—the selection of the most relevant material from that gathered through extensive research, and I feel it would be greatly to your advantage for you to choose another subject, covering a new field of investigation, and make a permanent record of your efforts in the form of another paper. By continuing these studies, and recording the results you will accumulate information of much value to yourself as well as to your associates. Let me know as soon as you have selected another subject. I will be glad to assist you in any way possible.

Very truly yours,
L. W. Breeze.

Generally such a letter meets with the desired response on the part of the employee, and the committee has a considerable amount of material from which to choose papers for presentation before the meetings. But there are exceptions to every rule, and one of the exceptional answers is given here just to show how the shadow of the dark ages has not cleared away even yet.

L. W. Breeze, Chairman,
Committee on Meetings,
Blankenburg, O.

Dear Sir:

I have your letter, and with all due respect to you desire to inform you that you are entirely mistaken when you surmise that I consulted with a number of men relative to the subject matter of my paper. My paper, for obvious reasons, was kept to myself, and I even ignored your kind offer on behalf of the committee to assist me. I was asked to write a paper myself. I did not seek the opportunity and I felt that my three years' experience had given me enough thought

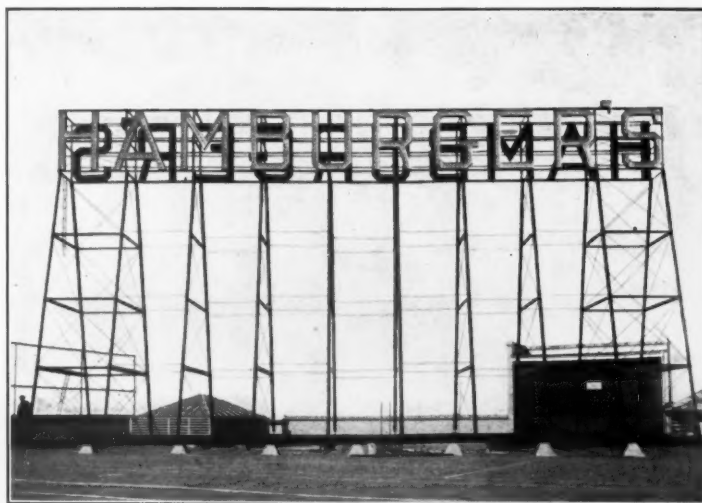
and data to prepare a paper. I was led to believe that you wanted me to impart knowledge that was practical and not theoretical. I did read over my rough draft to Mr. Bosser for any criticism he might deem necessary to make, but he approved my paper as a whole and did not make a single objection. If you desire to look over my original notes they are at your disposal. These notes were turned over to our stenographer with instructions to use his judgment as to punctuation and rhetorical arrangement.

I had a month to prepare the paper and I gave it my personal attention and study. You may take it that it was a matter of personal pride to me to have a first class paper, but I did not want any one to supply the thought or the data. I do not, at this time, intend to write another paper.

Yours very truly,
D. B. Slanthead, Salesman.

I do not know when I have seen a single typewritten page which contains as much of misunderstanding and improper point of view as does this letter. Perhaps the company has not made itself clear enough in its intention to help the employees help themselves. Mr. Slanthead seems to think that the congratulatory letter was a thinly veiled accusation, in the form of a compliment, that he had used improper methods in preparing his paper, and that he was to be penalized by being "kept in" until he had written another one representing his own thoughts entirely.

Samuel Insull, the controlling genius in electric properties, representing a billion dollars or so, is not afraid to ask for advice. When he puts up a new central station he does not make the drawings. When a new rate schedule goes into effect he does not compile the necessary curves. When he has financing to do he does not go at it single handed. He calls in men who are expert in each of these lines. He gets all the advice he can and pays plentifully for it. But Dubby Slanthead does not need to go to others. The child of his brain must be his, and his alone, unmidwived by a sin-



Sound Engineering a Factor in Greenwood

Individuality

Snappy, original designing is not by any means the sole factor in Greenwood success.

While it is true that Greenwood signs are among the most distinctive signs produced, our **real** reputation rests upon the **unseen** excellence—the sturdy construction, the high grade materials, the careful workmanship and the sound engineering that enter into every job.

Here is an example:

The Hamburger sign is 84 feet long and 48 feet high, with letters 8 feet high. It stands upon the roof of the great Hamburger Building and is as solid as the building itself. There is nothing "fancy" about it—it is simply a sturdy, clean-cut job, of the sort that satisfies the critical engineer. So Greenwood

Individuality

is not a matter of paint and scroll-work, though Greenwood signs are invariably distinctive. Our individuality is shown in the fact that every sign is both **pleasing** and **permanent**. If you are tired of the other kind—

Address Either Factory

Greenwood Advertising Company
LOS ANGELES, CALIF. **KNOXVILLE, TENN.**

gle scrap of outside data. All he needed was three years' experience! Insull, with a generation of experience, surrounds himself with experts. How dangerous! Just think how any one of these might appropriate Insull's ideas and become a millionaire—nay, a billionaire—over night!

When Mr. Slanthead has completed his master work without assistance he feels it cannot be improved upon, so "I do not, at this time, intend to write another paper." Further study is unnecessary. The last word has been said, after three long years of hard practical experience have been condensed into a Company Section paper.

The very first words of Mr. Slanthead's letter reveal a queer twist of mind. Mr. Breeze's letter starts out "Dear Mr. Slanthead." It is an endeavor to establish a friendly, personal relation. Mr. Slanthead rejects the advance. He replies with the most impersonal of "Dear Sirs." Either he is resentful of the undue familiarity of Mr. Breeze's advances or he is too diffident ever to become a high grade salesman. Maybe the great company for which he works has not succeeded in gaining that personal relation for which it is striving in the interest of good business policy. The fault may not be entirely with Mr. Slanthead, though part of it certainly is. A real live wire in the selling end would be quick to take advantage of any personal recognition the company gave him, even if it were only for practice in establishing personal relations with some of his hard-shelled prospects outside. Clearly Slanty missed the chance.

"My paper, for obvious reasons, was kept to myself." Why? Was Slanty afraid someone would steal his ideas and present them in a rival paper before he had a chance? The state of mind indicated by this sentence is the state of mind of the old foggy businesses which had to depend on "trade secrets" for their success. Yet it cannot be that Slanty thought some one would adopt his ideas and run him out of his job, for he was really enlightened enough eventually to give them publicity.

There is no business or profession where there is such free interchange of ideas for the common good as there is in the electrical industry. Other industries call us meeting-mad. There are even those in our own ranks who decry the number of conventions, section meetings, morning meetings and such like with which the industry is burdened. But it is just this free co-operation, this constant interchange of ideas, which has given the electric industry the most rapid and substantial growth ever shown by any branch of human endeavor in the history of the world. It is because the Slantheads are in the microscopic minority that each central station company helps each of the others, and each department in a company helps the other departments, and each individual in each

department helps the other individuals to make his the most efficient, most economical and most prosperous department (either through its earnings or its savings) in the company.

"I was asked to write a paper, I did not seek the opportunity." Does that show broadminded interest in the welfare of the company from which Slanty is getting his bread and butter money? Maybe the thought of his obligations to the company never entered Slanty's head. It probably never occurred to him that he would be more valuable to his company if he passed on such good ideas as he might have, so that his fellows might profit by them; nor did it occur to him that his value to the company is translatable into money. Slanty is too introspective. He is so busy looking after his own personal benefit that he injures himself by not giving constructive study to the benefits he can confer on his company.

"It was a matter of personal pride to me to have a first class paper, but I did not want anyone to supply the thought or the data." Here is a glimmer of encouragement in a letter that is otherwise about the most discouraging letter that could be received by a company attempting to better its employees. It disposes of the hypothesis of diffidence which we might otherwise have assumed and points to arrant egotism as the underlying motive of Mr. Slanthead from start to finish. He is a master unto himself. He has no more to learn, nor has he more to teach. His three years of experience have fitted him to reach the highest point of his ambition. He has read a paper; he has told his tale. He will rest on his laurels. The fame of his paper will go forth and the world will call him, some day, to new fields. He is a specialist. If his genius is unrecognized with this company another will seek him out and raise his pay to get him to do for them what he has already done for his present employer.

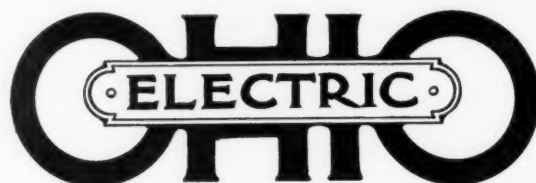
The laurel crown, whether it be literal or merely fair words of praise, has been a curse to the world. It has lulled many a genius into complacent dreams of future greatness without commensurate effort. Slanty's crown was the tiny handclapping which greeted his paper. If you ever get a laurel wreath, just throw it away and go after another one. When you reach the top notch use it for a foothold to reach still higher and carve another notch for yourself.

Slanty will have to wake up. He will have to learn that praise should be an incentive and not a sedative. The only thing which makes me suspicious of the sincerity of D. B. Slanthead's letter is that the original, I note, is dated April 1. I hope the joke is on me, for it would be too serious if Slanty did not intend his letter for a joke. Joke or not, my sincere thanks to him for furnishing such an excellent example of all the things which a salesman should not be.



IT STAYS SOLD

The revolving brush that really revolves and the trouble-free switch arrangement keep the



(Licensed under the Kenny Patent)

Combined Suction Cleaner and Carpet Sweeper

Permanently Sold

Your customers won't come back with the old I-could-have - bought - a - better - machine argument, because a better machine isn't made at any price.

That's why towns which were considered "sweeper-saturated" have been made to yield big business when worked along Ohio Electric co-operative methods—each machine sells another.

These methods involve no extra effort on your part—it's all in the methods.

*Write for details and start
a profitable spring campaign*

THE WISE-HAROLD ELECTRIC CO.

(The Sweeper People)

Canton, Ohio

The Pacificist Policy

Calming the Kickers a Matter of Business not of Bulldozing

THE other day I was "beefing" about the injustice of certain customers. I chewed the rag until my jaws ached and my lungs were full of lint. I felt myself aggrieved, injured, insulted, wronged, and generally and generously maltreated. In short, I was "sore" and my complaints rose to the patient heavens.

And then I got a jolt.

"Avast the bellyache," said my friend, the ex-complaint clerk. "Belay the crab-talk. You make a noise like an ungreased axle. Quit it."

"An injustice in business is simply a problem in patience. If you look at every complaint, every kick, every bit of sharp practice, as something directed against you as an individual, you will become a quince yourself within the year. If you look at commercial injustice as a part of the day's work, as a problem to be solved without loss of time or profit, the whole matter is both simplified and sweetened."

"When I first went behind the complaint desk, I tried to handle kickers about the same as an army muleteer handles a balky team—with a black-snake. Later, the kicks and gibes and accusations and abuse began to get under my skin a bit. I thought they were directed at me personally, so I'd fight back, returning insult for insult and taking a certain satisfaction in making the kickers as uncomfortable as they made me."

"One day the Old Man passed the desk as I was handling a particularly mean customer. I may say I was handling him without gloves. Pretty soon the Old Man sent for me."

"Too rough!" says he.

"But the sonofagun was insulting me," I protested. "I won't take his dirty insults."

"You're paid to take 'em."

"That was all. Also, it was enough. I realized that I had been looking at the situation from a personal angle—not from the business angle."

* * * * *

THE problem of the kicker is everywhere the same. He is with us in all lines of business. The party with the bill for service which is twice what he thinks it should be, finds a ready listener among the company's customers, just as the man who has come from the dentist receives plenty of sympathy from all who have been through the same experience.

When the customer comes to the office to take up the matter with the company, he should find a listener there as sympathetic and ready to talk that matter over with him as any he could find outside. The attitude of a public utility toward its patrons is generally reflected

in the attitude of the patrons toward the utility.

We render bills for something the customer has used but cannot see. The quantity of service in a kilowatt-hour of electricity or a cubic foot of gas is a deep mystery to him. In his ignorance of real conditions, it is not to be wondered that a neighbor's bill is taken as a standard for the amount his bill should be.

Advertise for complaints. The mere fact that the customer knows that the company seeks an investigation will reduce the number of people who think they are being "robbed." The complaint department is the clearing house of the organization. Here friends or enemies can be made for the company. Every effort must be made to convince the party that he is getting a square deal.

Show customers how to read their own meters so they can check their bills. Explain that the meter should be read frequently so that the current or gas can be accounted for as it is being used. As soon as the customer realizes that the meter reader takes an accurate statement of the meter he is practically won over.

When sending a receipted bill it should be stamped "Thank You." It is one of the small details which mold public opinion and in the end create good will.

The investigation or complaint department should be an office apart from the application desk. Let it be an annex to the Display Room. Here the customer comes in direct contact with the articles the salesmen outside are trying to sell him. He may be the very person who

would not allow a flat iron left on trial. Plenty of time should be allowed him for an inspection of the appliances. The customer in trouble is a new business opportunity.

In Toledo it has been shown that 10 per cent of the people who have come to complain about their bills leave orders for appliances, the use of which will further increase their bills. In addition to this, appliances have been demonstrated to a great number of people at no additional expense, the result being increased sales in the appliance department.

Converting a Kicker into a Booster in this manner represents efficiency from a new angle. Not to do it is to neglect an opportunity.



110
115
120
Why?



The Electric Flag at Athens, Ga. Its Unveiling Was the Occasion of a Celebration in Which City, State and National Officials Participated.





Why is the Electric Truck Superior for 85% of City and Suburban Work?

Here's the "Yankee answer." Why aren't street cars run by gasoline engines?

Electricity and the electric motor have no equals for the short haul with many stops, such as street car runs.

There is no consumption of power while the vehicle stands. There is no "stalling." You don't have to "turn over" nor "warm up" an electric. Just as a street car gets away quickly when the motorman turns on the juice, so does the electric get away first in heavy traffic.

In the mechanisms of the gas and electric trucks there's about the same difference as there is between the locomotive and the street car.

The average electric truck is out of commission barely one-fourth as much as the average gas truck during the first three years—the best part of a gas truck's life.

There are many other sources of the electric's superiority. Lessened stable space, reduced insurance, smaller upkeep.

Then, too, don't forget that in a few hours' time your horse drivers can be taught to drive an electric truck. All there is to do is—turn on the power and keep in the road.

These superiorities of electrics for 85% of all city and suburban work are G. V. Electric Truck superiorities.

For fifteen years we've been applying the principles of electric trucking to nearly every kind of business. We undoubtedly have figures which would interest you. It will cost you nothing to get this information, gathered by the foremost electric trucking men in America.

We can probably make you money. Why not write us? If we can't, no harm is done. If we can, we've both made money. That's the only way we do business.

GENERAL VEHICLE COMPANY, Inc.



General Office and Factory: Long Island City, New York
NEW YORK CHICAGO BOSTON PHILADELPHIA



Six Models: 1,000 to 10,000 lbs. capacity

Dealers in open territory are invited to correspond

It's a Pretty Good Business After All

THERE is a very ancient story about the cow which walked herself to death trying to reach the green pastures over yonder.

We are all like that cow.

The fodder under foot looks pretty sear and unappetizing, while the lush verdure of the distant hillside seems to call us. "Old Bill Jones has it pretty soft," we say. "He's in a business that's automatic, trouble-proof, profitable and as safe as wheat. All he does is to hoist highballs and clip coupons. I wish I were in Bill's line of work." And while we are drooling envy in this wise, Bill is probably remarking upon the species of larceny we have adopted as a profession, averring that we enjoy—get that word *enjoy*—a monopoly comparable to that of the tax collector.

As a matter of fact, Bill Jones and Tom Smith and Jack Robinson are all up against the same proposition that we are. They must render service and deliver the goods. They must deal with people who are cranky, tricky and stubborn.

I have no patience with the type of man who envies the other man his "soft snap." I am convinced that this is a pretty good business after all, and I'm glad I'm in it. There are irritations, exasperations, and seasons when the bug-house beckons, but there is also the satisfaction of knowing that we are rendering the world a tremendous service and that we are integrals of a tremendous industry. That is why I like to read items like this, clipped from the practical and unemotional *Wall Street Journal*:

"Electric light and power companies of the United States broke all previous records, both in revenues and output in 1915, despite the fact that the year opened under rather depressing circumstances.

"Excluding all electric generating stations connected with electric or steam railways and all isolated plants, combined earnings of the commercial light and power companies of the country in 1915 were \$360,000,000, an increase of \$24,000,000 over 1914, while their combined output was 18,400,000,000 kw.-hr., a gain of 1,800,000,000.

"Statistics gathered by the *Electrical World*, covering 65 per cent of the industry with the remaining 35 per cent carefully estimated, show that the electric generating and distributing industry of the country is now in the best condition in its history. January, 1915, showed an average gain of only 4.1 per cent in revenues over January, 1914, and for February, 1915, this gain dropped to 2 per cent. From that time on there was a steady increase in the ratio of gain and for December, 1915, revenues showed an average increase of 11.8 per cent over December, 1914, while output made an average increase of 23 per cent

as compared with but 1.4 per cent for January, 1915, over January, 1914.

"The gains in business by the companies would have been even larger, but for the inability of industrial concerns to obtain the required motors and of the companies to secure the additional generating equipment. So great has been the demand for electric power in the last few months that the manufacturers of power apparatus have been hard put to fill the demand. The volume of buying in all equipment from station boilers to generating apparatus is now the greatest in the history of the electrical industry. From present indications the central station industry will have even greater prosperity in 1916 than in 1915, as the demand for power is steadily growing larger."

"Straight from the Shoulder"

HAVE you ever stopped at any of the Hotels Statler? If so, you've noticed the almost unfailing and wholly unobtrusive courtesy which everybody employed in the hotel observes—from the 'bus boy to the man behind the desk. And it isn't a thin veneer which disappears as soon as somebody grouches about the ice-water or the slowness of the elevators. It's real, heartfelt, ingrained courtesy, and it pours many thousands of extra dollars into Mr. Statler's coffers during the year.

Here are excerpts from his code. Maybe they will help pour extra dollars into *your* pockets! They not only are worth reading; they're worth thinking over and digesting at leisure, for we central station employees are meeting the same public that travels and stays at hotels—and human nature is the same in Kennebunkport as it is in Los Angeles.

* * * *

Plain, old-fashioned dependability is a trait that never goes unappreciated.

And much can be forgiven—in other respects—to the man who is *dependable*.

When an executive *knows* his instructions will be carried out—

That work will be done promptly and satisfactorily, whether he oversees it or not—

That the promise he is given can be relied upon—

Then he realizes the value of the man on whom *he can depend*.

* * * *

Specialize a little in dependability—you men who are ambitious.

And if you are "practical men" this one reason for doing so will be enough for you:

The supply of dependable trained men never equals the demand.

* * * *

Do you "forget"? Do you fall down

on promises? Do you take on things which you can't do?

Do you let any of your subordinates do those things?

You can't be dependable in any real sense if your work means nothing but drudgery to you—brings you no satisfaction beyond the pay-envelope.

And I want to say, in this connection, that any man who finds himself in that state ought to change jobs *quick*. He cripples his efficiency every day he stays.

* * * *

The next step to dependability is easy to the man who is interested in his work.

It is the development of *personal responsibility*.

Every manager, every executive, every employer, is always looking for men who can take responsibility.

It comes of itself to the men who want it and can assume it.

And dependability is nothing but *making good on the things you're responsible for*.

* * * *

Then you need the *habit* of looking beyond the moment.

You will never be dependable until you learn to see ahead far enough to know whether you can or cannot do the things that are put up to you.

Excuses are always poor things—and the so-called "reasons" why things aren't done, and done right, are generally nothing but *excuses*.

You'll make fewer excuses if you'll look ahead more.

* * * *

Learn to think clearly and rapidly. If you do not you will be always misunderstanding instructions—and making excuses.

And when you're taking instructions be sure you understand *every* point, and that your understanding is thorough.

Any man can learn to think clearly and rapidly about things which he is familiar with.

Just think.

Sound Investments Under Experienced Management

THE investment securities which we offer are issued by public utility companies under our own financial, engineering and commercial management. Operating units serve upwards of 325,000 customers. Write for Descriptive Literature.

Advise Whether interested in bonds, notes or stock.

H. M. Byllesby & Co., Inc.
Engineers, Managers

Gas Building
Tacoma, Wash.

208 So. La Salle Street
CHICAGO

1203 Trinity Building
New York City

A Salesman's Resolve

In a recent issue was printed the Credo of the sales force of the Philadelphia Electric Company. It seems that this is but a half of the code this organization has adopted, the rest being expressed under the title, "My Resolutions," as follows:

I Resolve:

That I will develop myself physically and mentally through taking advantage of all the great opportunities available through my company and its activities.

That I will, through close association with my co-workers, take advantage of their knowledge and experience and in return will give freely of my own.

That I will in the future make use of all my physical and mental faculties in systematic sales efforts in my territory.

That I will so exemplify and define Service to the public and to my customers that the terms Philadelphia Electric and Service shall become synonymous.

That in my contact with every person in my territory I will faithfully represent my company; that I will make them all my friends and consequently friends of my company; and that I will continue to cultivate that friendship through Service as time goes on.

That I will, through increased sales, make the coming year the greatest in the history of my company.

The Employees' Obligation

The obligation of an employee to the employer and to the dependent public; the attitude of the employer towards those duties and obligations; the effect that attitude may have upon the service or the public served, are vital public questions.

The position of the employees of public service enterprises, says the annual report of the American Telephone and Telegraph Company, is as distinct from that of the employees of an ordinary industrial, as the position of any public service enterprise is distinct from that of an industrial enterprise.

Public service employees, nominally the employees of the corporation, are the employees or servers of the public. It is the "service," not of any particular employee but of every employee, that the public pays for. The quality of the service rendered depends upon the interest of the employee in the service and his attitude toward the public. Employees who come in contact with the public can nullify the service of the best organized and most comprehensive system. No system can give good service, unless there be a direct recognition on the part of the employee that he has a duty to the public; and following that duty there must be accountability, if that obligation is evaded and the service is not rendered in the way it should be.

Good service requires expertness; it requires efficient system; it requires the

respectful and implicit subordination of the employee to the system; it depends upon the co-ordination of the efforts of all, employer and employee.

Electricity as a Salesman

The sales value of good illumination was strikingly demonstrated recently by E. Pilpel, a salesman for the Louisville Gas & Electric Company. Mr. Pilpel's territory is in the business district and he makes a specialty of increasing the connected load in show windows and interior store lighting. He approached an old lady who ran a little shop on one of the streets out of the line of traffic, where eggs and butter were sold. The shop was illuminated very dimly with carbon lamps. He spent some time trying to persuade the old lady to substitute large nitrogen lamps to replace the small carbon units, but was unable to convince her that the increased illumination would have sufficient sales value to justify the expenditure. Therefore he got her permission to try a little experiment. He placed one case of eggs on the sidewalk at one side of the entrance over which he hung a carbon lamp and put a sign over the eggs reading "Fresh Eggs—25c per Dozen." On the other side of the doorway he placed another case of the same eggs over which he hung a bright nitrogen lamp and a sign reading "Fresh Laid Eggs—27c per Dozen." Then he stood in the background and watched the proceedings, and every one who came near walked over to the bright light and bought the eggs labeled "Fresh Laid Eggs" and paying for them at the rate of 27c per dozen. During the evening the old lady sold out that entire stock and none had been sold out of the other one. By this demonstration Mr. Pilpel convinced his customer of the sales value of illumination.

Winning in Spite of the Price

It's hard work—selling in the face of low-price competition—but it can be done. Here is an example of how one central station salesman did it.

A certain house owner secured bids for wiring his home from various contractors (one of whom was a relative) and also from the Harrisburg Light & Power Company. The lighting company secured the job, although its bid was \$107, whereas one of the contractors had bid as low as \$84. The contract was closed by Charles T. Ross, salesman for the lighting company, who stated that the main reason for securing the business was that the customer felt the proposition presented by the central station was clear and easily understandable in every way, and that he knew beforehand just what he would get for the \$107. The other bids, on the contrary, were not definite and clear-cut, and although lower in price, lost out. The customer also felt that because he knew the kind of work the company did and felt assured of a satisfactory job, it was worth the difference in price to him.

Maybe you don't do wiring; but the application of this little tale is there, just the same.

IMPORTANT LECTURES ON ILLUMINATION

A SERIES of lectures will be given in September under the joint auspices of the Illuminating Engineering Society and the University of Pennsylvania. The course will be offered Sept. 21 to 28, immediately following the Society's convention in Philadelphia.

Such a course was first offered by the Society in conjunction with Johns Hopkins University, in 1910, at Baltimore. That series will be reprinted in connection with the present course, in addition to which twenty lectures will be given by men selected on account of their qualifications to deal authoritatively with the several phases of the subject.

Associated with the lectures will be an exhibition at the University of the latest developments in illuminating appliances, including lamps, accessories, photometers, etc., together with novel applications of light. This exhibition is expected to be of great educational value. In connection with the course there will be organized an inspection tour which is expected to be of particular interest and value for those who come from a distance. This will be laid out in such a manner as to afford the maximum of educational value with a minimum of time and expense. It will include visits to manufacturing establishments, laboratories, lighting companies and notable lighting installations.

The price of tickets for the lecture course has been fixed at \$25, which includes admission to all lectures and functions associated with the lecture course, reprint of the 1910 lectures and reprint of the new lectures.

There is an Electric Range for every kitchen—every purse

Do you remember the first electric irons, a few years ago—and the doubts regarding them?

Yet today hundreds of thousands of housewives know and appreciate the success of the electric iron.

It is the same way with ELECTRIC RANGES.

Women who are now cooking with electric cook stoves will tell you the electric range is so easy to operate—so clean—so cool—so convenient and economical that electric cooking means more to them than anything else introduced into their kitchens in years.

Surely it is worth your investigation

Utah Power & Light Co.

Efficient Public Service

An Excellent Range Ad.

OUR CO-OPERATING MANUFACTURERS

Trade Notes of Interest Concerning Leading Makers of Electrical Merchandise

A Low-Priced Electric Range

In the new line of electric ranges now being placed on the market by the Westinghouse Electric & Manufacturing Company, there is one that deserves special attention because its low price puts it within reach of the family of small means. This range is known as the Type 406, and retails for \$35.

This range is made of standard parts throughout except the switch brake cast-



ing and the castings for holding the heaters. The oven has two heaters, is equipped with racks and broiling pans and is large enough to do ordinary baking. Sides and top are lined with two layers of asbestos separated by dead air spacing, while the bottom and door are packed with mineral wool. This heat insulation is of course not as good as that on the more expensive ranges. There is



no thermometer or automatic control features.

The range top has two 8-inch 1000-watt heaters placed a sufficient distance apart to allow the use of ordinary cooking utensils without crowding.

The finish is black enamel. The ovens are treated with baked on aluminium finish.

The range measures 31½ x 16 in., 31½ in. high. The oven is 16 x 12 in., 11½ in. deep. The high back is furnished at slight extra cost.

Heavy Duty Stoves to Be Popular

One of the most successful manufacturers of electric cooking equipment for hotels, the National Electric Utilities Corporation of New York, is about to place upon the market a household range of notably sturdy character.

This company's experience in meeting the hard conditions of hotel cooking service with equipment which requires practically no attention after installation, is the basis of their new departure. Their household ranges, it is said, will be of the same substantial construction—though of course more gracefully designed—as the units which have given satisfaction to the most exacting chefs of the country during the past half dozen years.

Among the installations of which this company boasts are the officers' kitchen in the New York Edison Company Building, the Ritz-Carlton, the St. Regis, the Colony Club, the Bankers' Club and Delmonico's. The service exacted in some of these famous kitchens is beyond the average cook's apprehension. In the Ritz-Carlton, for example, the buttons have been removed from the switches so that it is impossible to turn off the broilers except with a special wrench; as a result, the broilers are at full heat from twelve to fifteen hours a day, and the units have stood this service for three years without giving the slightest sign of deterioration.

Construction and design of this class have not been applied to household ranges, according to the National people. They claim that their new line, which will be offered within thirty days, embodies qualities not now seen even in the highest priced ranges available. And in addition to this stanchness, the new designs are said to compare favorably with the most attractive designs on the market. A catalog of "Neuco" products is now in press and will be mailed, when complete, to anyone applying to the National Electric Utilities Corporation, 103 Park Avenue, New York.

Trading Stamps Redeemable for Appliances in Chicago

A new plan in connection with the sale of current-consuming devices is being followed by the Commonwealth Edison Company of Chicago, based upon the use of "dividend coupons." These coupons



New customers will come in, and they will come back again.

There are some novel ideas in connection with **FEDERAL DIVIDEND COUPONS** that will make regular customers of the better class of trade in your neighborhood.

Every one who uses Electric Light is going to know about these Coupons.—and is going to want these premiums.

If your store is the one in your neighborhood giving **FEDERAL DIVIDEND COUPONS**, a large part of this better class trade will surely become yours.

We intend to make the sign of the **FEDERAL DIVIDEND COUPON** the sign of a better class store.

Will it hang over your doorway?

Telephone Randolph 1280 — Local 697



**COMMONWEALTH
EDISON COMPANY**
CHICAGO



How the Commonwealth Edison Company Appeals to Merchants to Use Federal Coupons.

are furnished to central station companies by the Federal Profit-Sharing Company, which is closely associated with the Federal Sign System (electric). The service consists of a form of trading stamp or profit-sharing coupon which is sold to retail merchants, who give them to their customers with purchases. The merchant's customer who collects these stamps can redeem them at the Electric Shop of the Commonwealth Edison Company for current-consuming devices.

Strong features of the plan, as pointed out by its originators, are the low cost of the service to the retail merchant, the high redemption value of the coupons, the increase in attendance at the Electric Shop or other display room of the central station company and, perhaps most important of all, holding the interest of the consumers and clinching their faith and friendship for the central station company.

Floodlight the Flag

The view on front cover of last month's ELECTRICAL MERCHANDISE was taken on the roof of the Bell Telephone Company's 20-story building, Chicago, and shows the necessary installation for flood lighting the flag. The effect produced is all that could be desired, as from the street after dark Old Glory seems to float in the air without visible means of support. By creating a field of light in which this immense 30-foot flag flies, and by using such an intensity as to well illuminate the various colors, the night showing is well nigh perfect.

The installation consists of a total of 5-250 watt type C lamps in X-Ray projectors made by the National X-Ray Reflector Company, Chicago. It is seldom that more than four of the units, with a total consumption of one kilowatt, are in use.

Old Glory illuminated in this way cannot be adequately described, nor can it be photographed with any fairness. The real beauty of the installation cannot be appreciated unless actually seen. An installation of this nature has a distinct appeal to every central station man in the land. Every city, large or small, where there is an electric lighting plant in operation, will no doubt shortly boast of a night view of the Star Spangled Banner along similar lines. The simplicity and ease of installation, the minimum of current consumption, the remarkable and inspiring results, and the exceedingly small investment necessary are the points which will appeal to every business getter in making the sale of such an installation in his own community.

With the present nation-wide campaign for the use of electric flags, it can be readily seen that installations along these lines will fill in a great many gaps, where especially for reasons of first investment, it has been found impossible to make the sale of a larger and more elaborate type of electric flag sign. The average large building, and practically every public structure, has its flag staff installed when the building is first erected, so that the placing of two or three projector units with connections, will in most cases entail an expenditure of less than \$50, which is a leading argument in its favor.

Westinghouse Moves Lamp Headquarters

The executive offices of the Westinghouse Lamp Company, which have been located at 1261 Broadway during the past several years, are now located at 165 Broadway.

Range Sales Co-operation

"Something in It for You," is the title of an attractive booklet just issued by the Westinghouse Electric & Mfg. Company in order to assist its agents and dealers in marketing the Westinghouse Electric Range. This booklet describes in a concise manner the advantages of this type

of range, and in addition outlines several methods of selling them, with suggestions covering newspaper advertising, window trims, demonstration, etc.

The booklet is being distributed to central stations and dealers.

Effective Universal Advertising

National advertising of appliances has been undertaken by Landers, Frary & Clark of New Britain, manufacturers of the Universal line of household appliances. The reproduction herewith is one



ad recently published in the Saturday Evening Post. This company also is conducting a window trimming contest which is attracting wide attention among central stations and dealers.

A Practical Kitchen Motor

The Reynolds Electric Company of Chicago has recently put upon the market a kitchen motor for which very broad claims of superiority are made. The motor is mounted upon a base with an adjustable shaft device which enables the operator to attach the power to a large variety of utensils such as dough mixers, egg beaters, etc. It is also equipped with attachments for grinding and buffing. The driving arm may be raised or lowered to accommodate the height of any appliance, the drive being horizontal as well as vertical. The drive shaft is equipped with a chuck and crank. The chuck is used where the handle of the appliances can be easily taken off; the crank is used where the handle cannot be removed. The shelf is for supporting appliances which have table clamps. Holding hooks are provided to hold appliances in position during the operation. The drive is furnished by a 1/6 hp. motor, which can be supplied for either direct or alternating current, all voltages and frequencies.

This unit is finished in dark maroon, the shaft being either nickel plated or polished steel.

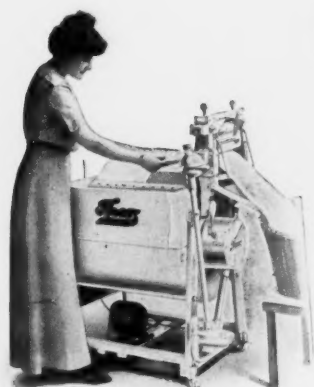
New Walker Vehicles

The latest types of electric passenger cars developed by the Walker Vehicle Company, Chicago, Ill., have been termed "Edison models," since they have been designed particularly for use with the new G-type Edison batteries, which are said to give considerable increase in power with reduced weight. The new cars include a five-passenger vehicle, a four-passenger car, and a cabriolet roadster. The first mentioned car is provided with forward drive, and its body is 8 in. longer than that of the other models. The wheelbase of the car is 104 in., while the interior body length is 78 in. While unusual body length is found in this model, the manufacturer points out, the car can be turned completely within a radius of 38 ft. The roadster is designed primarily as a utility car. The rear seat is wide enough to carry three passengers comfortably, while an auxiliary folding seat will carry a fourth person.

In the design of the new bodies, angles and sharp corners have been eliminated as much as possible. The arched doors have been modified to give a straight-line roof with only a slight arch perceptible over the door. Use is made of solid tires. Aluminum is employed exclusively for all parts exposed to the weather. The design of the chassis is similar to that of previous models, the frame being built into a rigid unit, adapted particularly to the use of solid tires. Marked improvements have been made in the lubrication of the cars, the manufacturer points out, particularly to the steering gear, the number of places requiring grease being reduced to a minimum.

A low-speed motor adapted especially for use with the G-type Edison battery is employed. The control is practically the same as that utilized on older models of "Chicago" cars. The controller is in a weather-proof metal case directly against the motor, thereby materially reducing the length of wiring. It is readily accessible through a door in the floor of the car. The controller system provides for five forward and reverse speeds. Speeds of 5 miles, 8 miles, 15 miles and 22 miles per hour can be obtained. With the cabriolet a maximum speed of 25 miles per hour can be obtained. The worm bevel gear axle construction is the same as that utilized on other Chicago electric cars.

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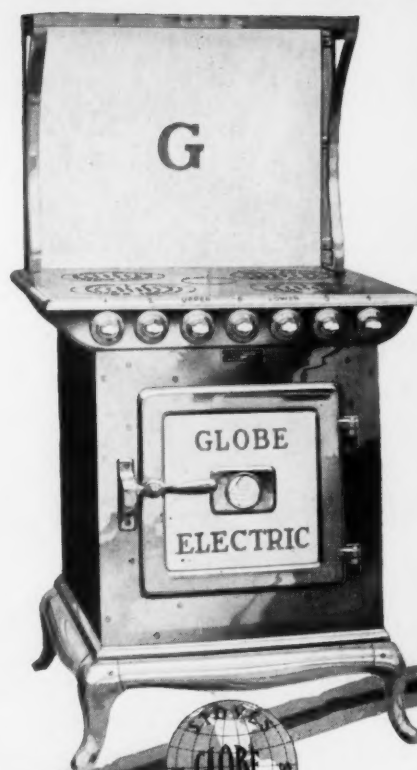
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